



# Required Reading and Viewing for Chapter Leads and Founding Members

## Read

- *An Introduction to Conscious Capitalism*®
- *Conscious Capitalist Credo*
- *Conscious Capitalism: Liberating the Heroic Spirit of Business* by John Mackey and Raj Sisodia

## Watch

- Conscious Capitalism Overview - <http://vimeo.com/105931516>
- The Four Tenets of Conscious Capitalism:
  - Higher Purpose - <http://vimeo.com/125928165>
  - Stakeholder Orientation - <http://vimeo.com/125928166>
  - Conscious Leadership - <http://vimeo.com/125927996>
  - Conscious Culture - <http://vimeo.com/125927899>
- It's Not Corporate Social Responsibility - <http://vimeo.com/55503943>

## Attend

- We highly recommend that you come to our Annual Spring Conference and/or other related events.
- If you are the CEO or President of a company with annual operating revenues of \$5MM or more, consider attending our annual CEO Summit.

## Optional, but recommended

### Read

- *Firms of Endearment* by Raj Sisodia, David Wolfe and Jag Sheth
- *It's Just Good Business: The Emergence of Conscious Capitalism & The Practice of Working for Good* by Jeff Klein

### Watch

- There are numerous other videos available including presentations from past conferences. Check them out here: <http://vimeo.com/consciouscapitalism/videos>

# An Introduction to Conscious Capitalism®

## Conscious Capitalism exists to elevate humanity.

Conscious Capitalism® builds on the foundations of Capitalism - voluntary exchange, entrepreneurship, competition, freedom to trade and the rule of law. These are essential to a healthy functioning economy, as are other elements of Conscious Capitalism including trust, compassion, collaboration and value creation.

*“Capitalism is the most successful form of human social cooperation ever created.”*

Ed Freeman, originator of the Stakeholder Management Theory, trustee, Conscious Capitalism, Inc.

*“Conscious Capitalism is a more complex form of Capitalism, that reflects and leverages the interdependent nature of life and all of the stakeholders in a business.”*

John Mackey, co-founder & co-CEO, Whole Foods Market, trustee, Conscious Capitalism, Inc.

*“Practicing Conscious Capitalism enriches your life and the lives of people you do business with. And it’s without a doubt, the most fun, enduring and profitable way to build a sustainable business.”*

Kip Tindell, Chairman & CEO, The Container Store, trustee, Conscious Capitalism, Inc.

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism through events, presentations, publications and social media. We also support an emerging network of Conscious Capitalism Chapters, which serve as communities of inquiry for business leaders, entrepreneurs, coaches and consultants and others.

Conscious Capitalism comes to life as it is applied to business. Conscious Capitalism has four principles guiding and underlying a business that practices Conscious Capitalism.



**Higher Purpose:** Recognizing that every business has a purpose that includes, but is more than, making money. By focusing on its Higher Purpose, a business inspires, engages and energizes its stakeholders.

**Stakeholder Orientation:** Recognizing that the interdependent nature of life and the human foundations of business, a business needs to create value with and for its various stakeholders (customers, employees, vendors, investors, communities, etc.). Like the life forms in an ecosystem, healthy stakeholders lead to a healthy business system.

**Conscious Leadership:** Human social organizations are created and guided by leaders – people who see a path and inspire others to travel along the path. Conscious Leaders understand and embrace the Higher Purpose of business and focus on creating value for and harmonizing the interests of the business stakeholders. They recognize the integral role of culture and purposefully cultivate Conscious Culture.

**Conscious Culture:** This is the ethos – the values, principles, practices – underlying the social fabric of a business, which permeates the atmosphere of a business and connects the stakeholders to each other and to the purpose, people and processes that comprise the company.



[www.consciouscapitalism.org](http://www.consciouscapitalism.org)



# The Conscious Capitalist Credo

We believe that business is good because it creates value, it is ethical because it is based on voluntary exchange, it is noble because it can elevate our existence and it is heroic because it lifts people out of poverty and creates prosperity. Free enterprise capitalism is the most powerful system for social cooperation and human progress ever conceived. It is one of the most compelling ideas we humans have ever had. But we can aspire to even more.

Conscious Capitalism® is a way of thinking about capitalism and business that better reflects where we are in the human journey, the state of our world today, and the innate potential of business to make a positive impact on the world. Conscious businesses are galvanized by higher purposes that serve, align, and integrate the interests of all their major stakeholders. Their higher state of consciousness makes visible to them the interdependencies that exist across all stakeholders, allowing them to discover and harvest synergies from situations that otherwise seem replete with trade-offs. They have conscious leaders who are driven by service to the company's purpose, all the people the business touches and the planet we all share together. Conscious businesses have trusting, authentic, innovative and caring cultures that make working there a source of both personal growth and professional fulfillment. They endeavor to create financial, intellectual, social, cultural, emotional, spiritual, physical and ecological wealth for all their stakeholders.

Conscious businesses will help evolve our world so that billions of people can flourish, leading lives infused with passion, purpose, love and creativity; a world of freedom, harmony, prosperity and compassion.

[www.ConsciousCapitalism.org](http://www.ConsciousCapitalism.org)