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## **Inaugural “Heroes of Conscious Capitalism” Honorees Announced**

*Corporate and academic leaders recognized for their conscious practice of capitalism and as examples of how purpose-driven businesses can make the world a better place*

SAN FRANCISCO and AUSTIN, TEXAS — October 12, 2017 — [Conscious Capitalism® International](#) (CCI), the nonprofit organization dedicated to elevating humanity through business, today announced the inaugural class of its “Heroes of Conscious Capitalism.” Comprising the list as announced at Conscious Capitalism’s 11<sup>th</sup> annual CEO Summit in Austin, Texas are twenty-eight leaders from twenty-three organizations being recognized for their contributions toward realizing a world in which business is both practiced and recognized as a force for good.

“*Liberating the Heroic Spirit of Business*” is the subtitle of the *New York Times* and *Wall Street Journal* bestselling book, *Conscious Capitalism*. Written by CCI co-founders John Mackey and Raj Sisodia, the book provides a theoretical and practical framework to live out Conscious Capitalist principles. “Heroes of Conscious Capitalism” honors exemplary leaders who have embodied these principles through the work they have done, the lessons they have learned and the positive impact they have made on the world.

“Business is not something handed down or imposed from the outside. Each business is created and driven by the people involved,” said Alexander McCobin, CCI’s CEO. “This award recognizes the heroic leaders who understand that a more conscious practice of capitalism better reflects where we are in the human journey, the state of the world today and the innate potential of business to make a positive impact on the world.”

To be recognized among the “Heroes of Conscious Capitalism,” a business or academic leader must receive two-thirds approval from the CCI Board of Directors upon being nominated for exhibiting or promoting the following characteristics, which are aligned with the [Conscious Capitalist Credo](#):

They are galvanized by higher purposes that serve, align, and integrate the interests of all their company’s 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 are driven by service to their company’s purpose, all the people the business touches, and the planet we all share together.

They strive to create trusting, authentic, innovative and caring company 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 Capitalists take their leadership responsibilities to a higher standard as they must continually look beyond settling for trade-offs on competing interests and constantly seek solutions to create win-win-win results for all stakeholders,” said McCobin. “We absolutely believe there is a need to recognize and hold in high esteem such business leaders who successfully achieve this higher standard as true heroes in our society.”

Business leaders honored as “Heroes of Conscious Capitalism” for the inaugural Class of 2017 are:

Selim Bassoul – Middleby Corporation  
Howard Behar – Starbucks (formerly)  
Michael C. Bush – Great Place to Work  
Bob Chapman – Barry Wehmiller  
Jay Coen Gilbert, Bart Houlahan, and Andrew Kassoy – B-Lab  
R. Edward Freeman – University of Virginia Darden School of Business  
David and Tom Gardner – The Motley Fool  
Daniel Lubetzky – KIND  
Danny Meyer – Union Square Hospitality Group  
Denise Morrison – Campbell Soup Company  
Indra Nooyi – PepsiCo  
Blake, Erik and Peter Nordstrom – Nordstrom  
Paul Polman – Unilever  
Melissa Reiff – The Container Store  
Walter Robb – Whole Foods Market (formerly)  
Brian Schultz – Studio Movie Grill  
Tony Schwartz – The Energy Project  
Ron Shaich – Panera Bread  
Casey Sheahan – Keen  
Jostein Solheim – Ben & Jerry's  
Roy Spence – GSD&M and The Purpose Institute  
Ratan Tata – Tata Group  
Sunny Vanderbeck – Satori Capital

Full profiles for each recipient of the inaugural “Heroes of Conscious Capitalism” award can be found at [www.ConsciousCapitalism.org/Heroes](http://www.ConsciousCapitalism.org/Heroes).

### **About Conscious Capitalism® International**

[Conscious Capitalism International](http://www.ConsciousCapitalism.org) is a 501c3 nonprofit organization dedicated to elevating humanity through business. The practice of Conscious Capitalism includes implementing the tenets of Higher Purpose, Stakeholder Orientation, Conscious Culture and Conscious Leadership. The organization produces transformational events, workshops, publications and academic research, and supports a growing network of Conscious Capitalism Chapters around the world which serve as communities of inquiry for business leaders, entrepreneurs, coaches, consultants and others interested in advancing the Conscious Capitalism movement. Founded in 2010, Conscious Capitalism International is headquartered in San Francisco.

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