A MOVEMENT OF BUSINESS LEADERS

CHANGING THE PRACTICE AND PERCEPTION OF CAPITALISM

TO ELEVATE HUMANITY.
Dear Conscious Capitalists,

Conscious Capitalism is many things: a philosophy, a book by the same name, a movement, and an organization. 2019 was the year that Conscious Capitalism, Inc. (CCI) the organization, articulated its role within the movement, as the foundation for a movement larger than itself. And in that role, 2019 was a breakout year for both the organization and the movement.

There are a myriad of ways to advance Conscious Capitalism. And across the movement, it is incredibly valuable for our many practitioners and advocates to try them out. We need start-ups, accelerators, consultants, students, media, theorists, activists, and others to embrace Conscious Capitalism for us to achieve our long-term vision. And, like with any business, it is important for CCI to define a clear strategy for how we are undertaking to support the movement and leverage our limited time and resources. As a platform to build a movement of business leaders, CCI can leverage our resources to the greatest impact.

That’s why CCI supports events that introduce Conscious Capitalism to business leaders. In 2019, this included over 253 events in cities and towns around the world including more than 11,489 participants, organized by the 58 communities and chapters of Conscious Capitalists. It included the first Latin American Conscious Capitalism Conference in Brazil and the second European Conscious Capitalism Conference in Berlin. At this year’s Annual Conference, over 600 Conscious Capitalists heard about the importance of second chance hiring from formerly incarcerated employees given an opportunity by Televerde. And at the CEO Summit, Hamdi Ulukaya (Chobani) and Paul Rice (Fair Trade USA) shared how they launched the first Fair Trade certification in the dairy industry thanks to meeting each other through Conscious Capitalism the year before and put a challenge out to every CEO in the room: what new initiative are you going to develop from this experience and share next year?

CCI provides a platform for business leaders to bring their businesses on the Conscious Capitalism journey. We don’t tell businesses what to do. We provide opportunities for leaders to share best practices with and support each other. In 2019, we launched Learning Lab Webinars for companies in the network to share their best practices. We launched the Conscious Capitalism Consultant Certification Program so consultants in the network have peer-reviewed training to improve their work and support more businesses that are undertaking initiatives around higher purpose, stakeholder orientation, conscious leadership, and conscious culture. And CC Press released its first four books in 2019.

All of led to a larger movement than ever before. To date leaders from 4,935 business have engaged with Conscious Capitalism, representing 3,549,504 employees at those businesses. When we focus on our key Mid-Market segment, we have 1,157 leaders serving 3,146,697 employees. We can see the ripple effect of the years of work undertaken by the movement, from the Business Roundtable’s new statement on the purpose of the corporation to the World Economic Forum, Conscious Capitalism’s principles are becoming welcome.

We are on the path to a future where Conscious Capitalism is redundant. AND, it is not a given. It is something we must keep building. Thanks to the support from you and all of our stakeholders, 2019 was an incredible year for Conscious Capitalism. As we begin 2020, let’s look ahead to 2030 and build that future.
OUR VISION

A movement of business leaders changing the practice and perception of capitalism to elevate humanity

OUR STRATEGY

Reach a critical mass of senior leaders at companies that influence many stakeholders and determine the future of business to become model Conscious Capitalists. We do this through convenings to engage leaders in the movement, learning exchanges that take their business practices to the next level, and communication that amplifies their voice and stories as Conscious Capitalists.
The year 2019 saw the business community embracing the understanding that Conscious Capitalism was not just an event which attendees gathered inspiration from and went home. It is a network of business leaders they could turn to for best practices, stories of conscious business in action, and as a breeding ground for new ideas.

The organization offers mid-market executives innovative learning exchanges, transformational storytelling training & inspiring conference experiences all designed to level-up their business operations and collectively demonstrate capitalism as a powerful force for good when practiced consciously. We partner with conscious businesses and work alongside conscious business leaders to connect them with a likeminded community, provide opportunities to level-up their operational capabilities, and share their stories as shining examples of capitalism as a force for good in our world.
BUSINESS ROUND TABLE

The purpose of the corporation, people listen. The businesses these 181 CEOs lead impact the majority of people in the world. That is why we are excited and gratified by the Business Roundtable’s new Statement on the Purpose of a Corporation that was released in August of 2019. We were delighted to have Kristen Silverberg, Executive Vice President for Policy for Business Roundtable join us at the CEO Summit to talk about the growth of the business movement.

FIRST FAIR TRADE DAIRY CERTIFICATION

After meeting at the CEO Summit in 2018, Chobani teamed up with Fair Trade USA to explore developing the first Fair Trade standard and certification for the dairy industry as part of its ‘Milk Matters’ program, addressing the environment, economic and social impacts of milk.

CONSCIOUS CAPITALISTS CONVENE AROUND THE WORLD

In 2019 we held Regional Conferences in Latin America and Europe, diversifying the network and bringing new ways of practicing and thinking of Conscious Capitalism into the conversation. In addition, our movement grew to 58 local Chapters and Community Events from coast to coast, throughout North America, Latin America, South America, Australia, and Europe.
ORGANIZATIONAL OFFERINGS TO ENGAGE AND EXPAND THE NETWORK

1. CEO Summit
2. Annual Conference
3. CCU Learning Lab Webinars
4. CCU Consultant Certification
5. Site Visits
6. Masterminds
7. Workshops
8. Chapters
9. Community Events
10. Regional Conferences

4,935 businesses engaged with the movement

impacting 3.5 million employees
CHAPTER GROWTH AND EXPANSION

Over the past year, CCI piloted new ways for business leaders to grow the movement and gather feedback from our new and longtime Chapter leaders. In 2019 we enhanced our support, tools, and resources to allow our two programs to easily and effectively create a local expression of the movement to manifest. The result was more Chapters and Community events impacting more individuals than ever before.
The 2019 Annual Conference was themed “The Conscious Capitalist Journey: From Inspiration to Impact, How Will You Help to Build a World of Freedom, Harmony, Prosperity & Compassion?” Over the course of three days in Phoenix, Arizona, community members from around the world had the opportunity to engage in curated experiences designed for Conscious Capitalists seeking to deepen their business practices and take their leadership to the next level. Business leaders dove deeper into their personal stories, explored their why, and joined together with hundreds of Conscious Capitalists from our global network to learn from each other’s experiences, best practices, and win-win-win solutions.

Participants joined us from small businesses, Inc. 5000 businesses, and Fortune 500 businesses and a wide range of industries including technology, manufacturing, corporate finance, food & beverage, human resources, retail, health & wellness, investment, hospitality & travel, and education. Together, we heard inspiring keynotes, explored thought-provoking challenge questions, participated in peer-to-peer workshops, enjoyed cultural experiences, engaged in a variety of learning exchanges, scheduled curated collisions to support fellow community members, and interacted in mastermind sessions.

Our new event design allows for an expansion of our support to truly meet individuals wherever they are at on their journey as a business leader connecting them to relevant tools, best practices, and like-minded business leaders who want to help them and them their business grow.
The 2019 CEO Summit, themed "Business as a Place, Source and Force for Healing" was held at the Hyatt Lost Pines Resort outside of Austin, TX October 15-17, 2019. The CEO Summit continues to be an intimate, invitation only gathering focused on providing valuable content and opportunities for connection for both first time and returning mid marked CEOs, President and Founder participants who are seeking to elevate humanity through their businesses. This year's CEO Summit was essentially split evenly between these new and returning participants, bringing in close to 100 first time attendees representing over a dozen industries.

At this year’s Summit, there was an unprecedented degree of vulnerability seen both from stage and through one on one and small group conversations between community members. Participants were actively challenged to develop relationships with other leaders in the room to build strong partnerships between Conscious Capitalists, increasing opportunities for impact. The Summit featured CEO keynotes sharing Conscious Capitalist journeys including tactical take-aways, an interactive deep dive into Higher Purpose, and powerful interactive Mastermind sessions. Participants also experienced the first “The Struggle is Real” storytelling session where CEOs authentically shared their current challenges.

Feedback about the 2019 CEO Summit has been overwhelmingly positive. Participants made new commitments to implement Conscious Capitalist initiatives in their businesses and engage their stakeholders more than before. Many went back to their teams freshly inspired to push forward on their Conscious Capitalist path, now with a network of like-minded people they can count on for support and unique perspective. The 2019 CEO Summit was a springboard for the growth of the entire movement in 2020.
CC PRESS

In 2019, Conscious Capitalism, Inc. and Round Table Companies (RTC) partnered to launch CC Press, a publishing imprint to support businesses at large, the Conscious Capitalism community, and our shared goal of elevating humanity through business. The mission of CC Press is to tell the stories and share the wisdom of those who are inspiring transformational change in the world through business.

CC Press launched with 10 founding authors and published 3 books in 2019:

- *It’s About Time* by Safwan Shah
- *Selling Without Selling Out* by Sunny Vanderbeck
- *The Practice of Self-Management: A Handbook for Walking the Path from Reactivity to Presence and Connection* by Christopher Forman and Bryan Ungard

CC CONSULTANT CERTIFICATION PROGRAM

Our Conscious Capitalism Consultant Certification program launched in April, with the demand and success being so great that we added another cohort in October. Consultant candidates are actively bringing their class concepts into client engagements while they build their own Conscious Capitalism case studies to support earning their certification.

We believe that certified Conscious Capitalism Consultants will serve as a critical element to accelerating the success of companies that join the global movement of putting people back at the center of business thereby changing the perception of capitalism as a powerful force for good. Consultants will be driving this change for years to come by bringing more companies into the movement.
FUNDING IN 2019

Conscious Capitalism, Inc. is a 501(c)(3) nonprofit organization. With this structure, the organization’s primary funding sources come from two sources: charitable donations and revenue from programs, goods, and services.

Charitable donations come from a variety of sources including individuals, businesses, and foundations, that contribute for a common reason: their belief in Conscious Capitalism’s mission of building the movement of business leaders changing the practice and perception of capitalism to elevate humanity.

Revenue from programs, goods, and services are wide-ranging from our many events to CC Press books to workshops for business leaders. Not only do the individuals and businesses that purchase these derive value from the specific item they purchase, but they also know that a portion of their purchase goes toward growing the Conscious Capitalism movement.

CCI funds are used efficiently to create the greatest impact possible to fulfill our vision. We do not spend money for the sake of spending money or seeking a bigger budget. We get the biggest bang for each buck to build the movement, help leaders become better practitioners, and amplify the stories of Conscious Capitalists to change the narrative of capitalism.

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## Contributions

Thank you to those supporting our work.

Our work to grow the Conscious Capitalism movement to change the practice and perception of business is powered by the support of our Partners. These companies lead by example by contributing their time, energy, and funds toward the advancement of Conscious Capitalism and elevating humanity through business.

### $100,000
- First United Bank
- Whole Foods Market

### $50,000
- Echo Park Automotive improving
- LAZ Parking
- Mars Wrigley
- The Container Store

### $25,000
- Curriculum Associates
- Jump Associates
- Nfluence Partners
- Round Table Companies
- Satori Capital
- Studio Movie Grill
- The Motley Fool

### $10,000
- Bradford Airport Logistics
- Legacy Vacation Resorts
- Look Listen
- TDn2K
- Time Value of Money

### Up to $9,999
- Emergent Order
- Trademark Properties
- Vital Farms
In 2019 seven leaders of the Conscious Capitalism movement stepped up to contribute the first $1,050,000 toward a $2,000,000 Future Fund to accelerate the momentum and impact of Conscious Capitalism Movement.

Since the creation of the Future Fund CCI has raised $155,000 in new or increased donations, bringing the total to $1,205,000!

Thank you to those who founded the Future Fund in 2019:

- Steve Hall, Founder of Drivers Select
- John Mackey, Co-Founder and CEO of Whole Foods Market
- Greg Massey, CEO of First United bank
- David Gardner, Co-Founder and Chief Rule Breaker of The Motley Fool
- Tom Gardner, CEO of The Motley Fool
- Ron Shaich, Former CEO of Panera Bread
- Kip Tindell, Founder of The Container Store
**THANK YOU TO THOSE SUPPORTING THE WORK OF OUR CHAPTERS**

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CONTRIBUTIONS

2020 BOARD OF DIRECTORS

Thank you to CCI’s Board of Directors for their love, care, and guidance of the entire Conscious Capitalism movement. Both to those who served in 2019, and also to those new members joining in 2020 to continue to grow the movement.

Gerard Andersen  
DTE Energy

John Hope Bryant  
Operation Hope

David Gardner  
The Motley Fool

Steve Hall  
formerly of Echo Park Automotive

Curtis Hite  
Improving

Vidar Jorgensen  
Grameen America & Grameen Primacare

Alan Lazowski  
LAZ Parking

John Mackey  
Whole Foods Market

Greg Massey  
First United Bank & Trust

Alexander McCobin  
Conscious Capitalism, Inc.

JT McCormick  
Scribe Media

Brian Mohr  
LifeGuides, PBC

Carrie Freeman  
Parsons

Jump Associates

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Daily Table

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Studio Movie Grill

Dev Patnaik  
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Safwan Shah  
PayActiv

Ron Shaich  
Act III Holdings

Raj Sisodia  
Babson College

Rand Stagen  
Stagen Leadership Academy

Kip Tindell  
formerly of The Container Store

Lynne Twist  
Soul of Money Institute

Sunny Vanderbeck  
Satori Capital

Magatte Wade  
Skin is Skin
THANK YOU TO OUR TEAM

Alexander McCobin
Chief Executive Officer

Amanda Kathryn Roman
Chief Innovation Officer

Clark Ruper
Chief Operations Officer

Amanda Conley Ayers
Learning & Development Resources Manager

Amanda Bogorad
Director of Engagement and Communications

Michael Higgs
Community and Regional Program Manager

Quennie Potes
Business Development Manager

Emily Price
Chapter Program Manager

Abby Scwalb
Learning & Development Programs Manager
FUNDING IN 2019

In 2019, the organization's revenue and contributions created and enhanced the following programs and efforts of the organization:

- Hosting Learning Lab Webinars to share tools and best practices directly from business leaders
- Creating the 2019 Annual Conference for 600+ Conscious Capitalists
- Designing the 2019 CEO Summit for over 200 Conscious Capitalists
- Facilitating masterminds for senior leaders and affinity groups
- Managing and providing support and resources for 39 Conscious Capitalism Chapters
- Providing tools for 19 Community Events to bring the movement to neighborhoods and affinity groups around the globe
- Coordinating 2 Regional Conferences for over 500 attendees

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