

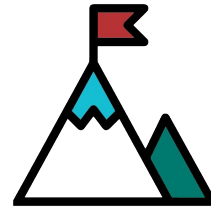
A Closer Look at

# CONSCIOUS CULTURE

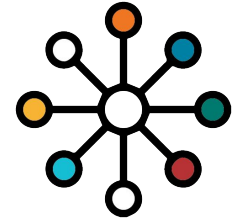


# What is Conscious Capitalism?

Conscious Capitalism is a philosophy, movement, and framework comprised of four tenets to support business leaders as they elevate humanity through good, ethical, noble, and heroic business practices.



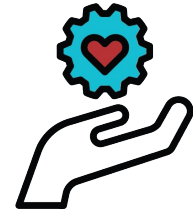
**Higher Purpose**



**Stakeholder Orientation**



**Conscious Leadership**

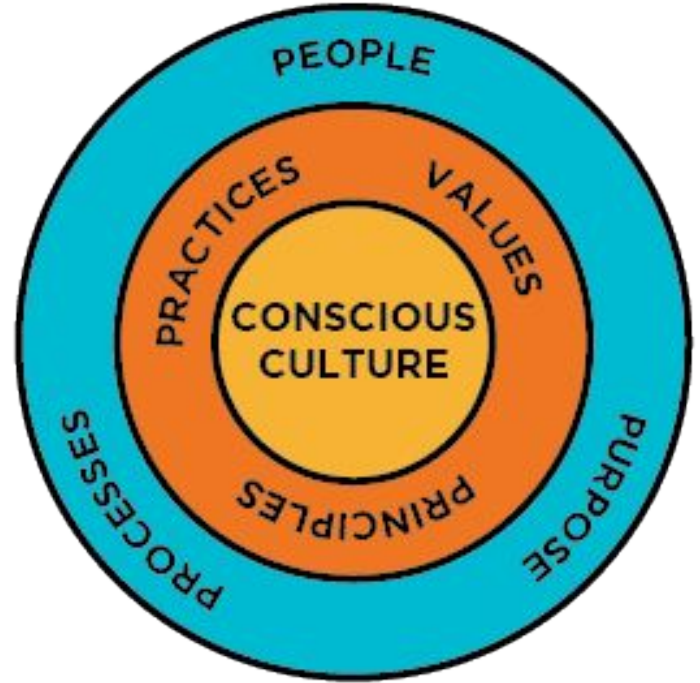


**Conscious Culture**



# What is Conscious Culture?

Conscious Culture is intentionally developed and promotes the company's values and purpose. It is the ethos underlying the social fabric of a business, which permeates the atmosphere and connects the stakeholders to each other and to the purpose, people and processes that comprise the company.



# Qualities of a Conscious Culture



**Trust** at high levels internally, both horizontally and vertically, and with external stakeholders



**Caring** begets caring, and the company's stakeholders in turn show genuine caring toward all



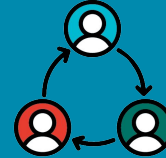
**Transparency** makes internal operations and decisions widely available and understood by the team



**Accountability** to one's fellow team members and others is key to moving work forward



**Belonging** is intentionally cultivated and team members bring their whole selves to work



**Egalitarianism** with no class system that separates leaders from team members at large



**Integrity** with a strict adherence to truth telling and fair dealing among team members



**Diversity** of identity, background, and way of thinking is sought out across all stakeholder groups



**Loyalty** to each other, the company, and all stakeholders that grows over time



**Learning** is encouraged at all levels and is integral to advancing purposeful work



# Conscious Culture in Action

“Our business strategy is our people strategy.”



**Brian Garish,**  
President,  
Banfield Pet Hospital

“From day one culture has been my top priority and always will be, strategy without empathy is a wasted idea.”



Watch Brian's  
CEO Summit  
Keynote →



## Banfield Pet Hospital's People Strategy

With a people-first strategy, Banfield has seen **CAGR growth of 10.3% over the past five years.** They continue to evolve their culture strategy and shifted focus in response to employee needs during the COVID-19 pandemic by:



Creating a culture of **psychological safety** by destigmatizing mental health issues and providing training



Opening up **educational pathways**, with a focus on underrepresented communities



**Empowering women** in their workplace key benefits and leadership pathways

**TAKE ACTION**

# Conscious Culture in Action

“Great people, great process, great profits”



JeVon McCormick  
President & CEO,  
Scribe Media

Ranked the #1 Top Company Culture in America for small business by *Entrepreneur Magazine*.



Watch JeVon's  
Conscious  
Leadership  
Profile →



## Scribe Media's Culture Bible

Scribe's culture is explained in detail, and is [viewable on their website](#), in their **Culture Bible**. This clear outline of mission and values holds some actionable tips for Conscious Culture builders:



Give kind, **actionable feedback**, not criticism



Spend less time talking about doing and **more time doing**



Determine **what's best**, rather than who's right



Have courage to **ask questions**, even when it's uncomfortable

TAKE ACTION

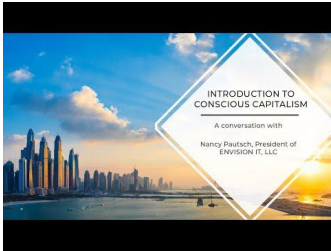
# Conscious Culture in Action

“Cared for people,  
care for people”



**Nancy Pautsch**  
Chief Evangelist of  
Stakeholder Value  
(President), Envision IT

“What we want to support is long-term joy and fulfillment,  
not circumstantial happiness.”



Watch an intro  
to **Conscious  
Capitalism** with  
Nancy →



## Envision IT's Resilient Culture

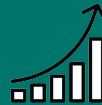
Envision IT's Conscious Culture  
boasts 100% employee engagement  
resulting in a **97.7% “Awesome”  
customer satisfaction rating.**

Nancy attributes her happy  
customers to happy employees and  
advises that Conscious Cultures:

**TAKE ACTION**



Create a **fearless environment** free  
of judgment to bolster innovation



Be in a state of **constant learning**  
and evolution



Embrace **open dialogue** through  
mindful communication and  
anonymous surveying

# Getting Started

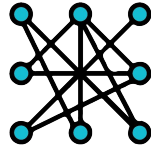
Exploring your company's current culture – your values, principles, and practices – can be a first step towards a more Conscious Culture. Gather key points of view from your internal stakeholders and start by asking the following questions:

- Have we clearly articulated our company values?
- Do those values align with our Higher Purpose?
- Do those values support a workplace full of love, joy, and meaning?
- Do we have hiring, promotion, and development practices in place that support Conscious Culture?
- Are we bringing our whole selves to work?
- How can we create an environment that cultivates feelings of belonging?



# Supporting the Movement

Conscious Capitalism, Inc. is a 501(c)(3) nonprofit organization that is building a movement of business leaders improving the practice and perception of capitalism to elevate humanity.



**Create and sustain  
networks of support**

[Join the Senior  
Leader Network →](#)



**Build local communities  
of conscious leaders**

[Explore Our Chapters  
→](#)



**Provide access to  
ideas and information**

[Attend an Event →](#)



**Tell the stories  
of how business is  
a force for good**

[Hear Stories from our  
community →](#)