

Elevating Humanity Through Business

THE FOUR TENETS OF CONSCIOUS CAPITALISM



HIGHER PURPOSE

Elevating humanity through business begins with knowing why your company exists. Businesses should exist for reasons beyond just making a profit. We see profit as a necessary means to achieving your purpose – not as an end in and of itself. Higher Purpose becomes the lens through which the other tenets are viewed and your promise to the world that your company is here to make positive change.



STAKEHOLDER ORIENTATION

When we treat business as a positive sum game, we create win-win-win outcomes and value for all stakeholders including all who impact or are impacted by your business, such as employees, customers, suppliers, and investors.



CONSCIOUS LEADERSHIP

Conscious Leaders are the standard-bearer for your company's Higher Purpose, ensuring it is ever present in your culture and the care and value created for all stakeholders. Without better leaders, there is no better world.



CONSCIOUS CULTURE

Conscious Culture is intentionally developed to ensure your company's Higher Purpose, values, and principles are clearly reflected in the people you hire and develop, the relationships you build, and the processes used to get work done.

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THE CONSCIOUS CAPITALISM 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.