

ELEVATING *humanity* THROUGH BUSINESS



Conscious Capitalism Business Assessment: Etnyre

This sample report provides a high-level overview of the Conscious Capitalism Business Assessment results, focusing on the five main areas of inquiry: Higher Purpose, Stakeholder Orientation, Conscious Leadership, Conscious Culture, and Business Strategy & Execution.

The assessment uses a 5-point rating scale:

1. Strongly Disagree - this isn't my experience at all
2. Disagree - this is rarely the case
3. Neutral - we have a mixed record on this
4. Agree - most of the time this applies
5. Strongly Agree - this is a real strength

All responses are reported anonymously and in aggregate to ensure privacy.

Executive Summary: Key Findings

Based on the aggregated results, the organization shows relative strengths in Conscious Leadership and Stakeholder Orientation, but there is a clear and urgent need for development and clarification in the area of Higher Purpose 🚩. Specifically, responses indicate that the company's purpose is not consistently understood or applied across all levels of the organization.

Higher Purpose 🚩 (Need for Improvement)

The Higher Purpose pillar assesses how well the company articulates and lives its purpose beyond profit. The results suggest this is the area where the business needs the most help.

The lowest scores are consistently found in the sub-questions related to the diffusion of purpose throughout the company and its application to long-term decisions.

Higher Purpose Key Questions and Sample Aggregate Scores

Higher Purpose Sub-Question	Sample Aggregate Score (out of 5)	Area of Focus	
We meet real, enduring needs of our customers—not just surface-level wants. ¹²	3.5	Neutral/Agree	
Our customers would miss us if we no longer existed. ¹³	3.8	Agree	
	Our purpose shapes what we invest in and guides long-term decisions. ¹⁴	2.9	Need Improvement
We have a compelling vision for the impact we want to make in the world. ¹⁵	3.2	Neutral	
	Our purpose is understood and applied across all levels of the organization. ¹⁶	2.5	Need Improvement

Response Distribution: "Our purpose is understood and applied across all levels of the organization"

The distribution for the statement, "Our purpose is understood and applied across all levels of the organization", shows a significant percentage of responses in the

lower score ranges, indicating a lack of clarity or inconsistent application across the business.

Key Takeaway: With 45% of respondents selecting "Strongly Disagree" or "Disagree," and another 30% selecting "Neutral," efforts should be prioritized toward communicating and integrating the Higher Purpose at all organizational levels.

Stakeholder Orientation

The Stakeholder Orientation pillar assesses the extent to which the business considers the well-being of all its stakeholders—customers, employees, suppliers, investors, and communities. Overall, the scores in this section are moderate to strong, suggesting a foundational awareness and practice of considering stakeholder impact.

Response Distribution: "We consider the short- and long-term impacts of decisions on customers, employees, suppliers, investors, and communities."

The distribution for this statement indicates a positive trend.

Key Takeaway: The high percentage of "Agree" and "Strongly Agree" responses (70%) suggests that stakeholders are generally factored into decision-making processes.

Conscious Leadership

The Conscious Leadership pillar measures the qualities of the company's leaders, such as self-awareness, empathy, and modeling company values. This pillar shows positive results, with high agreement that leaders are effective role models.

Response Distribution: "Leaders show up as role models for our values, especially in challenging situations."

The distribution for this statement reflects a strong perception of leadership integrity.

Recommendations for Improvement

1. **Prioritize Purpose Definition & Communication:** Launch an initiative to clearly define, communicate, and embed the company's Higher Purpose across all departments and levels of the organization, as this is a fundamental area of weakness identified by the assessment
2. **Purpose-Driven Strategy:** Implement a process requiring all significant investments and long-term decisions to explicitly reference and justify their alignment with the company's Higher Purpose.

3. **Close the Perception Gap:** Use the responses from both the "Executive Track" and the "colleague two levels below" columns to identify and address areas where management's perception of conscious business practices significantly diverges from that of other employees.