

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.