



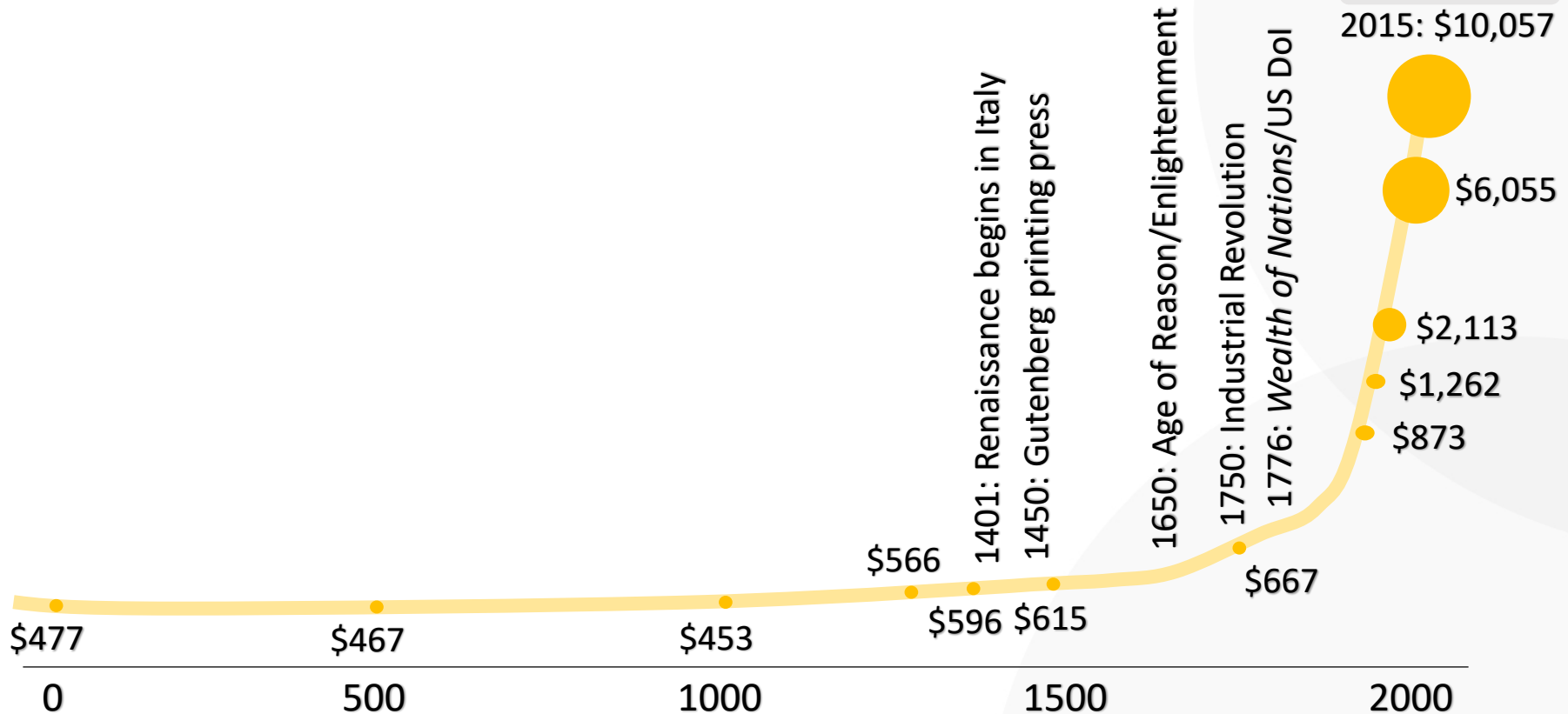
Why Partner With Conscious Capitalism, Inc.?

*Build yourself, your company, and the movement
to elevate humanity through business*

E L E V A T E H U M A N I T Y T H R O U G H B U S I N E S S

The Positive Impact of Capitalism

Real GDP per Capita (2000 \$)

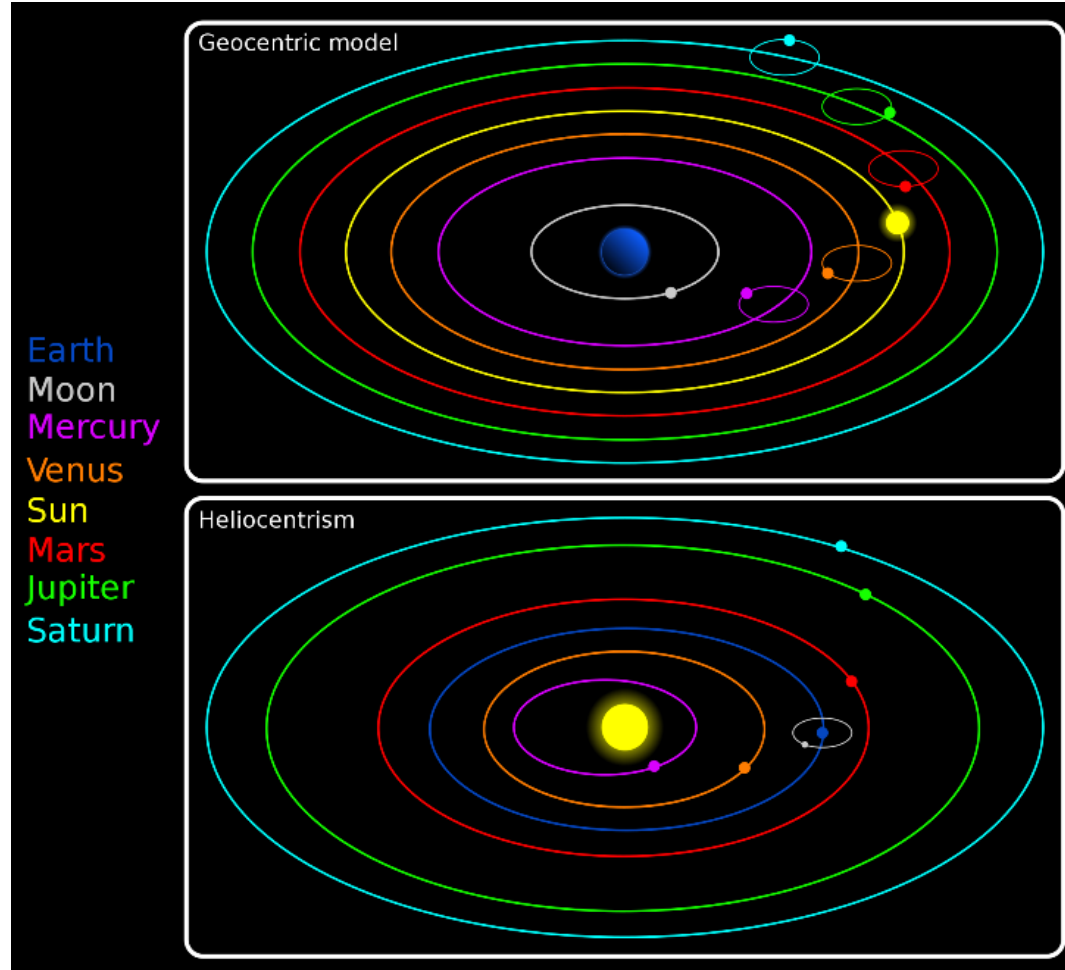


Sources: www.VisualizingEconomics.com; Angus Maddison, University of Groningen; www.prb.org; www.worldbank.org

The Image of Capitalism



We Need a Paradigm Shift



ARE YOU A CONSCIOUS CAPITALIST?

Sign the Conscious Capitalist Credo at
consciouscapitalism.org/about/credo

WE BELIEVE THAT **GOOD**
BUSINESS IS **GOOD**
BECAUSE IT CREATES VALUE,
IT **ETHICAL** IT **NOBLE** BECAUSE IT CAN
IS **ETHICAL** IS **NOBLE** ELEVATE OUR
BECAUSE IT IS BASED ON IS **NOBLE** EXISTENCE.
VOLUNTARY AND **HEROIC**
EXCHANGE, 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 **CONSCIOUS LEADERS** WHO ARE DRIVEN BY SERVICE
HAVE **CONSCIOUS LEADERS** TO THE COMPANY'S PURPOSE.
ALL THE PEOPLE THE BUSINESS TOUCHES, AND THE PLANET WE ALL SHARE TOGETHER.

CONSCIOUS **CONSCIOUS BUSINESSES** WILL HELP
BUSINESSES **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.

HAVE TRUSTING, AUTHENTIC, INNOVATIVE AND
CAREING 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.



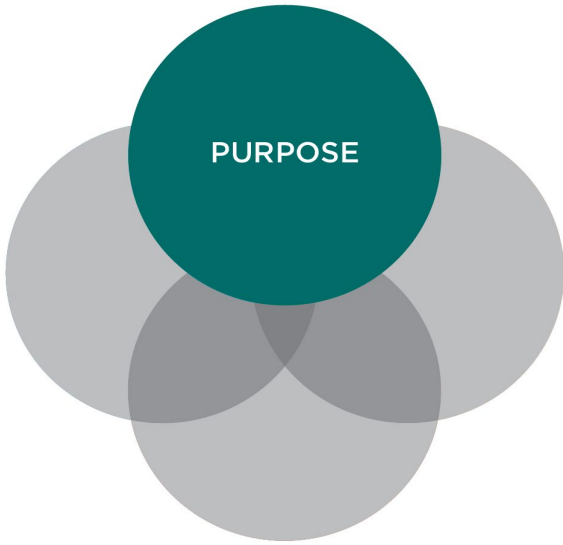
CONSCIOUS
CAPITALISM®

The Four Tenets



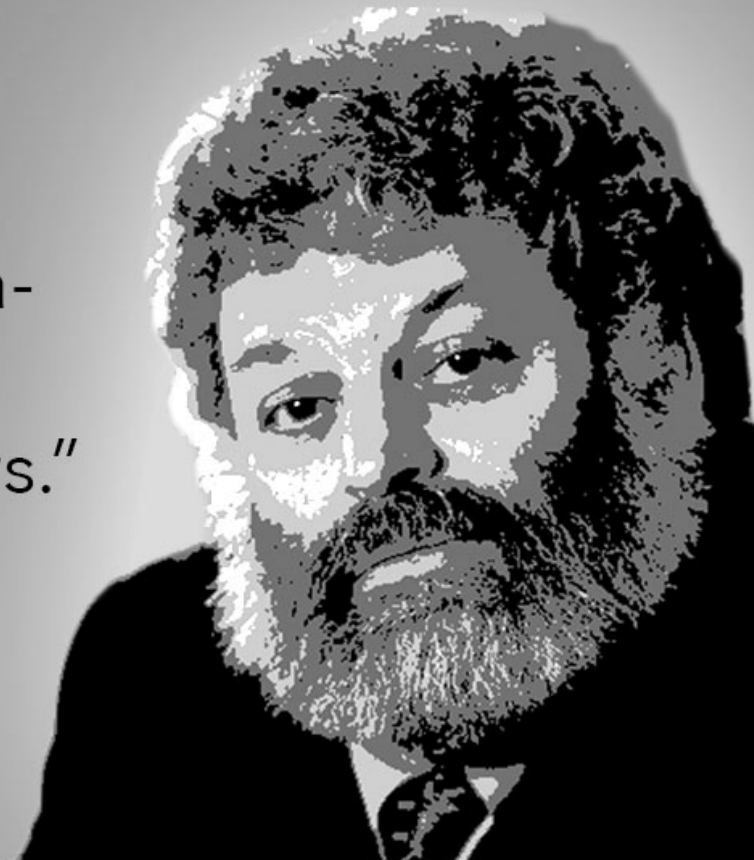
“ People don't buy what you do.
They buy why you do it.

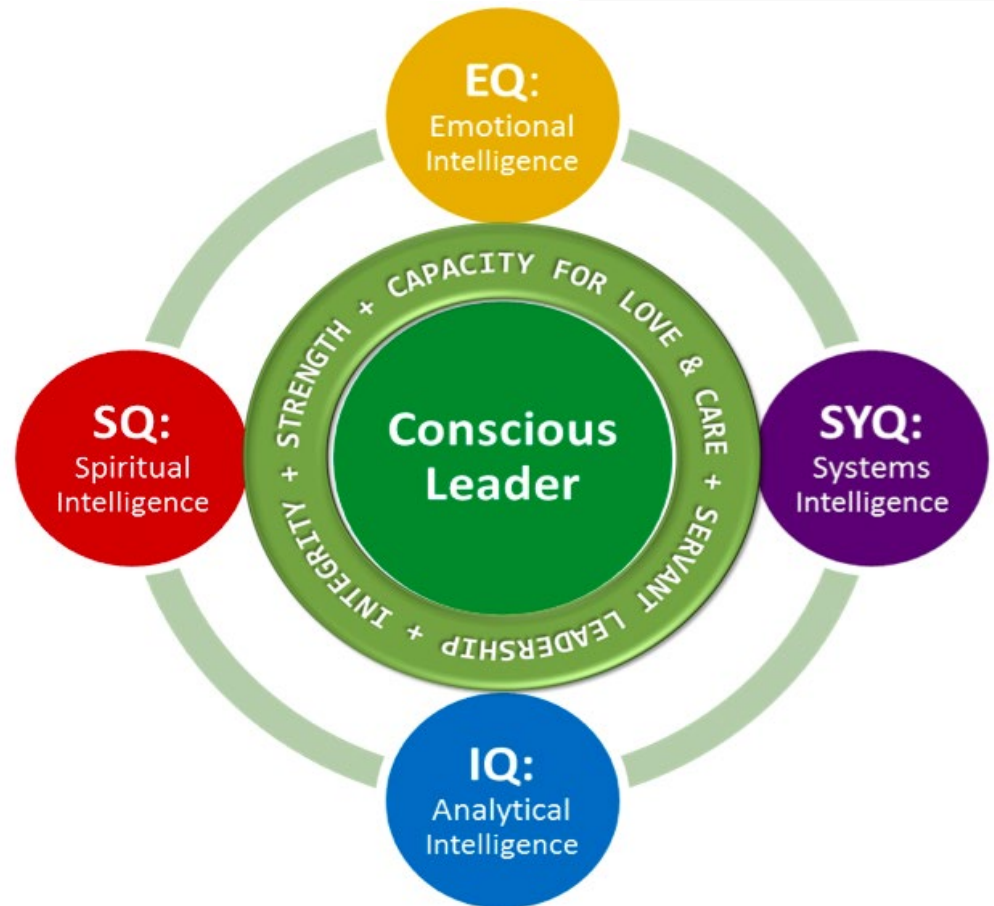
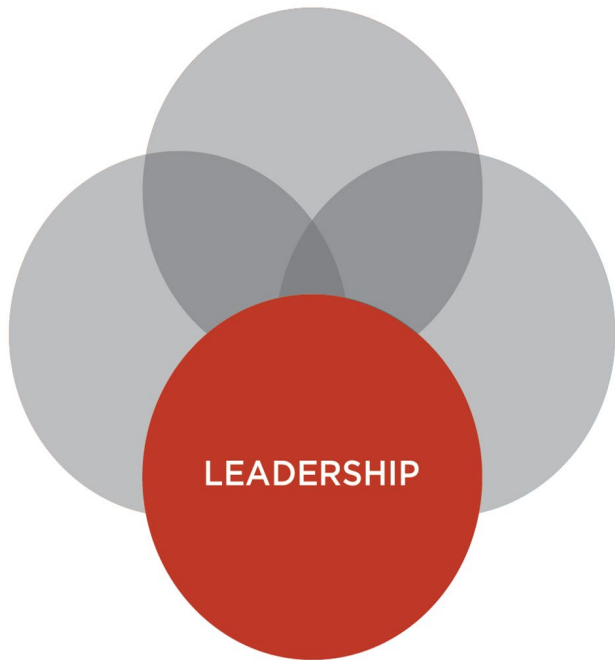
-Simon Sinek





"If you just look at financiers,
you'll miss what makes capita-
lism tick. You have to look at
(the value for) all stakeholders."
~ R. Edward Freeman







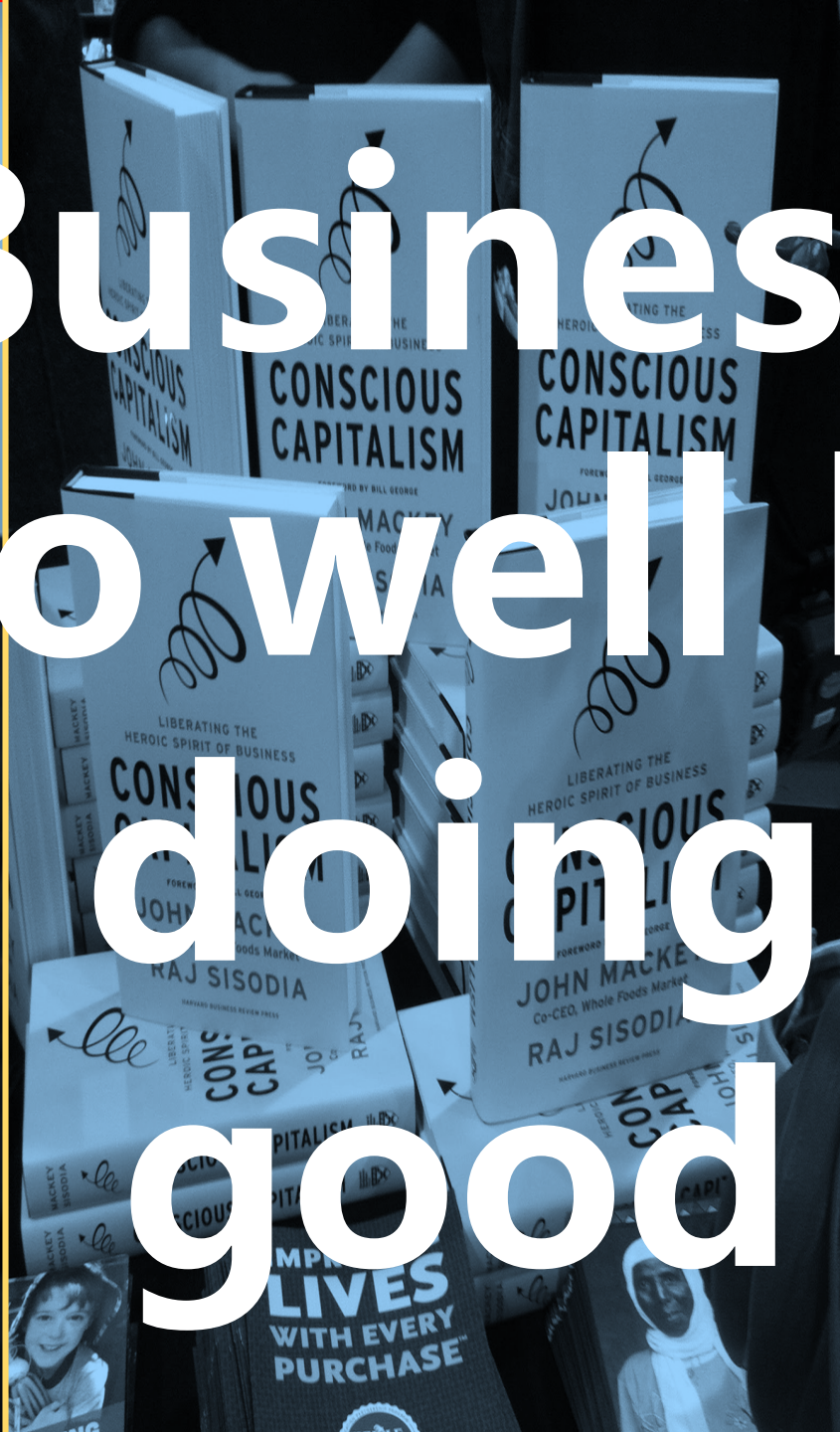
CULTURE

Melissa Reiff, The Container Store

“We focus specifically on our employees, and we always want to treat them with respect and kindness”



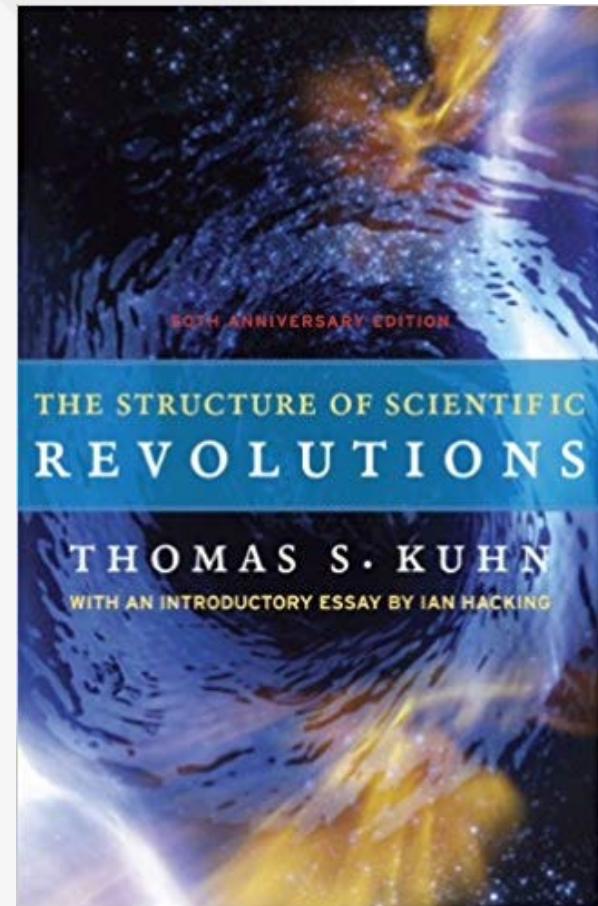
Business: Do well by doing good



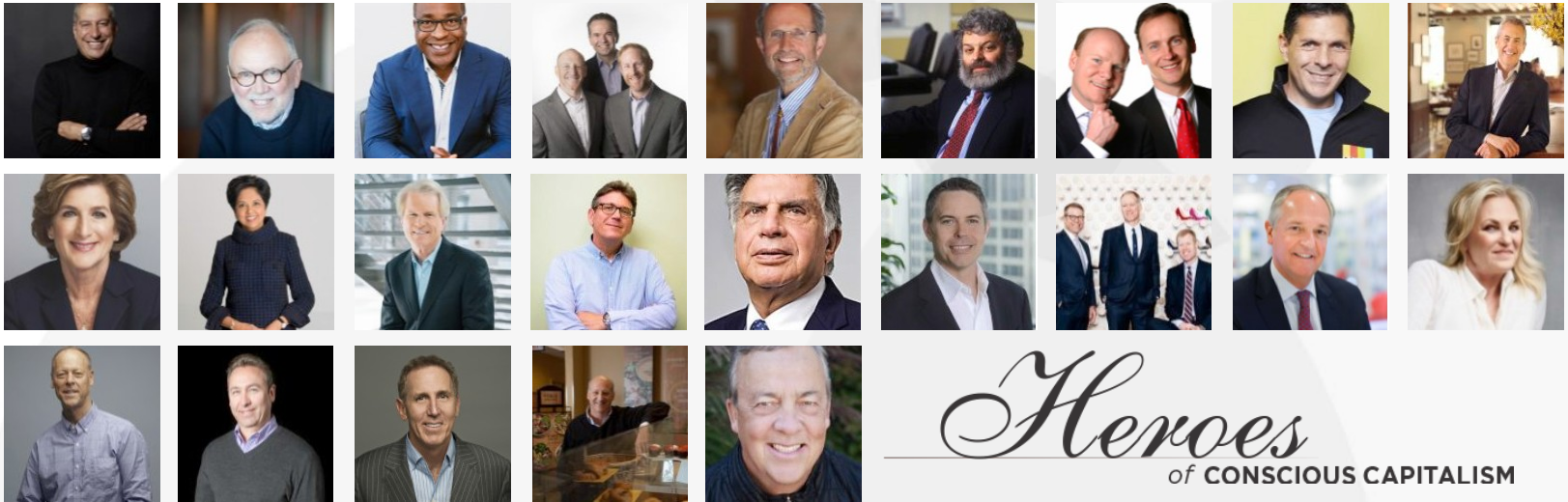
The Implication

Thomas Kuhn on
Paradigm Shifts:

*“Though the world
does not change with
a change of
paradigm, the
scientist afterwards
works in a different
world.”*



We Need Heroes



SELIM BASSOUL, MIDDLEBY CORPORATION
HOWARD BEHAR, STARBUCKS (FORMER)
MICHAEL BUSH, GREAT PLACE TO WORK
**JAY COEN GILBERT, BART HOULAHAN, AND
ANDREW KASSOY**, B LAB FOUNDERS
BOB CHAPMAN, BARRY WEHMLER
R. EDWARD FREEMAN, UVA DARDEN SCHOOL
DAVID AND TOM GARDNER, THE MOTLEY FOOL
DANIEL LUBETZKY, KIND
DANNY MEYER, UNION SQUARE HOSPITALITY GROUP
DENISE MORRISON, CAMPBELL SOUP COMPANY
INDRA NOOYI, PEPSICO

BLAKE, ERIK, AND PETER NORDSTROM, NORDSTROM
PAUL POLMAN, UNILEVER
MELISSA REIFF, THE CONTAINER STORE
WALTER ROBB, WHOLE FOODS MARKET
BRIAN SCHULTZ, STUDIO MOVIE GRILL **TONY
SCHWARTZ**, THE ENERGY PROJECT **RON
SHAICH**, PANERA BREAD
CASEY SHEAHAN, KEEN
JUSTIN SOLHEIM, BEN & JERRY'S
ROY SPENCE, GSD&M AND THE PURPOSE INSTITUTE
RATAN TATA, TATA GROUP
SUNNY VANDERBECK, SATORI CAPITAL

To Build a Movement

1. Convene
2. Develop Capabilities
3. Communicate



THE COMMUNITY



Conscious Capitalism, Inc. events are the cornerstone of the Conscious Capitalism community. Our events are world famous for bringing together the world's top business leaders to learn from each other in a healthy, productive, and fully conscious environment.

“The Conscious Capitalism Conference is my favorite week of the year”

– JACKIE HERSKOVITZ RUSSELL,
PRESIDENT, TEAK MEDIA + COMMUNICATION



“Believe it or not, some people are excited to meet me, and they want to talk to me. I learn more from them than they learn from me. It’s great.”

– KIP TINDELL,
CO-FOUNDER & CHAIRMAN, THE CONTAINER STORE





Developing Capabilities



Sharing Stories of Heroic Businesses

Drawing Media Attention to the Heroic Spirit & Impact of Capitalism

The Philadelphia Inquirer

That was Brady's message Wednesday in Philadelphia, where he spoke at the Conscious Capitalism conference, a gathering of 350 business leaders who believe in elevating humanity through business. "There's no skills test, no background check, no interview, no reference checks," Brady said. "People who want jobs put their names on a list. They can have criminal records or be homeless or be among the long-term unemployed, the mentally ill, or the disabled. "You need to show up on time," he said. "You need to listen to your manager. You need to follow our high standards...It's not a program," he said. "It's a business. I need to get those brownies out of the door, and if you aren't able to help me to do it, then we're going to ask you to leave."



MIKE BRADY

Diverse Media Attention

Conscious Capitalism is gaining media attention in outlets across the globe.

The Rise Of Conscious Capitalism



Louis Gagnon CommunityVoice
Forbes New York Business Council CommunityVoice @
Entrepreneurs

POST WRITTEN BY

Louis Gagnon

CEO of **Total Brain**, the world's 1st Brain Performance Monitoring and Training Platform



Chicago Tribune

Small businesses and the benefits of conscious capitalism



GREAT LAKES BAY

BUSINESS



IS POOR WRITING
HURTING YOUR
BUSINESS?
These tips will give your
professional communications
an instant upgrade. p. 42

BACK TO THE
(SAGINAW) FUTURE
JoAnn Cray's lengthy
tenure of success. p. 22

CAPITALISM GETS CONSCIOUS

GLBR businesses are beginning to
balance their bottom lines with
responsible community stewardship. p. 32



CONSCIOUS
CAPITALISM®

Conscious Capitalism Inc.



1,319

Companies in
Network



1.9 million+

Employees impacted by
Conscious Capitalism



229 million+

Individuals reached by message of
Conscious Capitalism

WHY

HOW

WHAT

ELEVATING HUMANITY THROUGH BUSINESS

By improving the way business is practiced and
perceived

Convening, developing Capabilities, and
Communicating

This is a growing movement





Meet, Learn, and Give Your Voice
to
Elevate Humanity Through Business.

Alexander McCobin, CEO
alexander.mccobin@consciouscapitalism.org