



**CONSCIOUS
CAPITALISM®**

Philosophy in Four Tenants

1 – Higher Purpose

Elevating humanity through business begins with knowing WHY your company exists. Without this, you have no compass to find and stay focused on your True North. 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.

2 – Stakeholder Orientation

Recognizing that the interdependent nature of life and the human foundations of business, a business needs to create value with and for its various stakeholders (customers, employees, vendors, investors, communities, etc.).

3 – Conscious Leadership

Human social organizations are created and guided by leaders – people who see a path and inspire others to travel along the path. Conscious Leaders understand and embrace the Higher Purpose of business and focus on creating value for and harmonizing the interests of the business stakeholders. They recognize the integral role of culture and purposefully cultivate Conscious Culture.

4 – Conscious Culture

This is the ethos – the values, principles, practices – underlying the social fabric of a business, which permeates the atmosphere of a business and connects the stakeholders to each other and to the purpose, people and processes that comprise the company. All companies have a culture, but not all companies intentionally develop a culture that promotes their values and purpose.