

WE BELIEVE THAT **BUSINESS IS GOOD**

BECAUSE IT CREATES VALUE,

IT IS **ETHICAL** BECAUSE IT IS BASED ON IT IS **NOBLE** BECAUSE IT CAN ELEVATE OUR EXISTENCE,

VOLUNTARY AND **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 TO THE COMPANY'S PURPOSE, **HAVE** ALL THE PEOPLE THE BUSINESS TOUCHES, AND THE PLANET WE ALL SHARE TOGETHER.

CONSCIOUS BUSINESSES 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. 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.

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