

An Introduction to Conscious Capitalism®

Conscious Capitalism exists to elevate humanity.

Conscious Capitalism builds on the foundations of Capitalism - voluntary exchange, entrepreneurship, competition, freedom to trade and the rule of law. These are essential to a healthy functioning economy, as are other elements of Conscious Capitalism including trust, compassion, collaboration and value creation.

“Capitalism is the most successful form of human social cooperation ever created.”

Ed Freeman, originator of the Stakeholder Management Theory, trustee, Conscious Capitalism, Inc.

“Conscious Capitalism is a more complex form of Capitalism, that reflects and leverages the interdependent nature of life and all of the stakeholders in a business.”

John Mackey, co-founder & co-CEO, Whole Foods Market, trustee, Conscious Capitalism, Inc.

“Practicing Conscious Capitalism enriches your life and the lives of people you do business with. And it’s without a doubt, the most fun, enduring and profitable way to build a sustainable business.”

Kip Tindell, Chairman & CEO, The Container Store, trustee, Conscious Capitalism, Inc.

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism through events, presentations, publications and social media. We also support an emerging network of Conscious Capitalism Chapters, which serve as communities of inquiry for business leaders, entrepreneurs, coaches and consultants and others.

Conscious Capitalism comes to life as it is applied to business. Conscious Capitalism has four pillars guiding and underlying a business that practices Conscious Capitalism.



Higher Purpose: Recognizing that every business has a purpose that includes, but is more than, making money. By focusing on its Higher Purpose, a business inspires, engages and energizes its stakeholders.

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.). Like the life forms in an ecosystem, healthy stakeholders lead to a healthy business system.

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.

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.



www.consciouscapitalism.org