



5 Ways to get Conscious Capitalism Started at Your Company





A Better Way to Run Your Business

Millions around the world have been inspired by Conscious Capitalism. Here in Indianapolis numerous events have been held and great conversations have taken place with hundreds of local leaders. And, while this is encouraging, we know the most tangible impact is the action that takes place within our companies.

This short guide provides a simple way to get started.

The purpose of our chapter is to help Indianapolis companies discover, embrace, and embed the principles of Conscious Capitalism. Whether you follow this guide or create your own steps, we hope you will carry the Conscious Capitalism movement into your company. And most important, we hope your action prompts greater purpose, creates a better culture, and drives better results for your company and its stakeholders.

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Step One: Form a Team

Progress often starts with a like-minded group of leaders. That's why starting a team within your company makes sense.

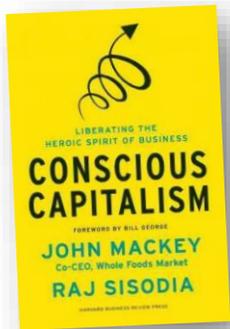
Whether they are hand-picked or you simply ask for volunteers, recruit a group that is open to learning about new business concepts and interested in constant improvement.

Your team should be representative of the company, so recruit a group that is diverse and cross-functional. Also, be sure to involve someone at an executive level. Having an executive sponsor or a senior leader on the team can ensure the company gets behind your initiatives.



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Step Two: Start a Book Club



One of the best ways to get your team started is to simply read the Conscious Capitalism book. See if your company is willing to buy a small quantity of the books, distribute them to the members of your team, and begin reading and discussing the content.

The most logical approach is to break it up, discussing it one chapter or section at a time. Informal meetings can be held over lunch or at a time convenient for everyone without upsetting the workflow. You don't even need to read it in order. For instance, you might jump to one of the appendices or skip a section that doesn't really apply to your company.

What is most important is for the team to consider the concepts that make sense for your company.

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Step Three: Make Two Lists

Reading and discussing the Conscious Capitalism book within your team should prompt insights and debate. Don't expect everything to resonate. In fact, you will likely come across topics that don't fit with your company or are simply too "out there" for your culture. It's helpful to begin two lists.

The first list is concepts or ideas that make sense for your company. Don't worry about prioritizing yet, just start a list of topics to consider for future actions.

The second list is made up of concepts that *don't* make sense for your company. While it may seem odd to make a list of things you are not going to do, this sometimes helps organize your thoughts, helping the group zero in on the most important initiatives to take on.



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Step Four: Pick Three Things

One of the keys to bringing about change in an organization is to prioritize.

From the list of things that make sense, pick no more than three things to get started. In fact, it's okay to just pick *one thing*. In making your selection, consider other people or departments that will need to be involved. Ask your team, "What are a few things that we could do that would make the biggest difference?"

To help you prioritize, you might even plot your ideas on an "impact - feasibility" chart. This is a simple framework where you ask, "how hard will it be" (feasibility) and "how much difference will it make" (impact). The combination of these two generally helps a team get started.

FEASIBILITY	HARD, LOW IMPACT	HARD, BIG IMPACT
	EASY, LOW IMPACT	EASY, BIG IMPACT
	IMPACT	

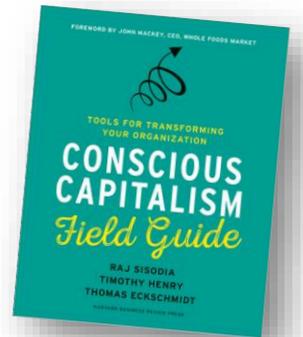
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Step Five: Look Beyond Your Company

Everybody wants to know if they are normal. That's why leveraging resources outside of your company can be helpful. It gives you greater perspective and sometimes even provides comfort knowing that you are not the only one with challenges. Two ideas may help you look beyond your company.

First, network with other companies. In particular, you may want to compare notes with others that are going through the same process of introducing Conscious Capitalism to their company. This is a great way to share successes as well as the roadblocks you may be encountering.

Second, consider using the **Conscious Capitalism Field Guide**. This book was created for leaders and teams. It is filled with ideas, suggestions, and templates for bringing your aspirations into action.



Interested in sharing?

Hopefully this guide provides the nudge needed to make Conscious Capitalism a part of your company. If you are one of those willing to take the lead, we want to keep in touch. We want to know how it's going, what's working, and what's not. By sharing each other's stories, we can learn and grow together.

We can help too. By keeping in touch with the company leaders of Conscious Capitalism teams, the Indianapolis chapter can act as a conduit to encourage communication and sharing between various companies.

Are you interested in sharing? Send a note to Pat Gibbons at pgibbons@walkerinfo.com and the leadership of the Indianapolis chapter will do our best to facilitate collaboration amongst Conscious Capitalism leaders.

