

THE 4TH TENET OF
CONSCIOUS CAPITALISM

CONSCIOUS CULTURE

DISCOVERING AND AMPLIFYING
**CONSCIOUS
CULTURE**



THE FOUR TENETS OF CONSCIOUS CAPITALISM

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.

STAKEHOLDER ORIENTATION

Critical to achieving your purpose is to value and care for EVERYONE that touches your business. This includes your 1) employees, 2) customers, 3) suppliers, 4) investors, 5) society, and 6) environment... sometimes that even includes your competition. Motivate all stakeholders by creating “win-win-win” outcomes for all who are impacted by your business’s decisions.

CONSCIOUS LEADERSHIP

Conscious businesses cannot exist without Conscious Leaders. They are the stewards, the pioneers for good. They keep the business focused on its Purpose. They reject a zero-sum, trade-off-oriented view of business and seek creative, synergistic solutions for all stakeholders. Without better leaders, there is no better world. Period.

CONSCIOUS CULTURE

The culture of your business is its heartbeat. Without a healthy one, the business will ultimately fail. Cultures are as unique as the people who comprise them, but commonalities include trust, accountability, transparency, integrity, loyalty, egalitarianism, fairness, personal growth, and love and care. How’s that for a great place to work?



PERSONAL INSIGHTS

How would you define company culture?

What are the elements and attributes that should be taken into account when looking at an organization's culture?

CONSCIOUS CULTURE

Culture is the embodied values, principles and practices underlying the fabric of a business, signaling “how” business is done.

Conscious Companies know the value of creating a Conscious Culture where trust and transparency are foundational and team members flourish and grow.

A thriving workplace prioritizes intentional culture building.

WHAT EXACTLY IS *CULTURE*?

Culture is...

- Learned behaviors
- Individual expressions of what might be considered “the norm”
- Perceptions whether known or unknown
- Ever-changing
- Driven by human interaction and relationships

Culture is not...

- Policies and procedures
- Benefits and employee programs
- Based on a strategic communication or initiative
- Static
- Driven by employee perks or resources

CULTURE RESEARCH SHOWS...

- Nearly 70% of business leaders agree that culture provides the greatest source of competitive advantage. More than 80% believe an organization that lacks a high-performance culture is doomed to mediocrity. (Bain & Company)
- An 11-year study found that organizations that focused on shaping their culture outperformed their competitors: revenues were 4.1 times higher, stock price was 12.2 times higher, net income was 756% vs. 1% and return on investment was 15 times higher. (Harvard Business School)
- 4 million employees were surveyed and companies in the top-quartile of employee engagement are 22% more profitable than those in the bottom-quartile. (Gallup)
- Those on the 100 Best Companies to Work For in the US showed an annual growth rate of almost two times greater in the S&P 500 than those not on the list. And they had 65% less turnover. (Great Place to Work)

QUALITIES OF A CONSCIOUS CULTURE

T

Trust

A

Authenticity

C

Caring

T

Transparency

I

Integrity

L

Learning

E

Empowerment

BUILDING A CONSCIOUS CULTURE

Steps to building and establishing a conscious culture:

1

Leadership team creates a vision of the culture they want to build consider:

- values-based cultural transformations
- a list of key attributes that will be part of the culture
- leadership principles to guide the work of the teams
- hiring practices and principles that are in alignment
- how culture plays a part of each team/department
- how the leadership team will engage all employees in the organization's culture
- how the leadership team will be a part of rather than in charge of the organization's culture
- how culture and engagement will be tracked in a meaningful way

BUILDING A CONSCIOUS CULTURE

Steps to building and establishing a conscious culture:

2

Create your culture committee:

- Who will be responsible for "embodying the spirit of the culture you are trying to create"
- Who will give feedback on the plan of the leadership team
- Identify and design the reinforcing mechanisms for culture
- Develop forums and tools to keep the new culture alive in the organization
- Is made up of individuals from across the organization

BUILDING A CONSCIOUS CULTURE

Steps to building and establishing a conscious culture:

3

Obtain organizational feedback on the aspired culture and implementation plan.

Once the plan is created have the culture committee or a formal survey socialize the questions:

- Do these values resonate with you?
- Can you define behaviors that the team would implement as part of these values?
- What are our biggest barriers to implementing our desired culture?
- Where are the places where we are already achieving a conscious culture?
- Where are going to be our biggest challenges within the organization?

BUILDING A CONSCIOUS CULTURE

Steps to building and establishing a conscious culture:

4

Create a rollout and maintenance plan that includes:

- A way to educate the organization on its cultural values and how individuals are empowered owners of the organization's culture
- Ensuring decision making is happening in accordance with the values
- Events and communication efforts that entrench the values within the whole organization
- A way to meaningfully measure the culture of the organization
- Human resources, employee engagement, and hiring practices are a part of the culture of the organization

HR MANAGEMENT AND HIRING PRACTICES



Hiring

- Most important element of maintaining and deepening culture
- Highlight culture as part of hiring process
- Placing equal importance on skillset and experiences as finding individuals who fit the company culture



Onboarding

- Showcase your values and how they translate into behaviors
- Where you have the opportunity to train people on purpose, values, and expected behaviors and norms and how you expect them to live these
- Onboarding is the first 90 days and should be taken very seriously when looking at fit for the organization's culture



Rewards, Recognition, and Performance

- Create the connection between talking about values and behaviors and evaluating performance with feedback and rewards
- It is not a trade-off--- doing the right thing and achieving results is the goal
- Create formal and informal reward recognition programs that reinforce values and culture

EXERCISE #1

IDENTIFYING YOUR CULTURE

How would you describe your company's culture and values?

What are the top 5-10 descriptors that come to mind when you consider your company's culture?

Name 5-10 attributes you admire about another company's culture.

EXERCISE #2

What gaps exist between the current culture and the preferred culture?

Consider the implicit or explicit messages that are reinforcing cultural norms.

Consider how leaders and managers are exemplifying desirable or undesirable cultural behaviors?

EXERCISE #3

What is one thing you can do to work toward achieving your organization's desired culture?

- Name the value you want to work on as an organization
- Articulate what one action your organization can take to change this
- Write out what success would look like if this were achieved
- Turn this into a goal that is specific, measurable, attainable, relevant, and time based

NEXT STEPS: HOW TO BRING IDEAS, PLANS, AND THOUGHTS TO LIFE IN THE WORKPLACE

1

SOLICIT FEEDBACK

Ask the team to give feedback on the culture, implementation plans, and outcomes that are being seen in the organization

3

CREATE A PLAN WITH YOUR TEAM

Both the leadership team and the culture committee AND the employees are responsible for seeing that plan through *together*

2

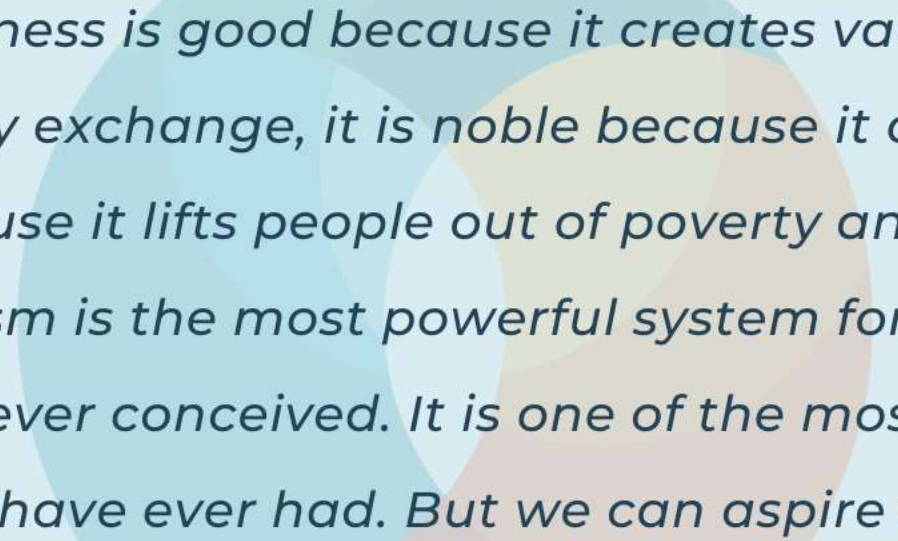
BE VOCAL ABOUT YOUR GOALS

Verbalize the intention to establish, grow, and maintain a strong organizational culture

4

REFINE THE PLAN ALONG THE WAY

Check in with your team along the way about how the culture development is going



We believe that business is good because it creates value, it is ethical because it is based on voluntary exchange, it is noble because it can elevate our existence, and 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.

- From the Conscious Capitalist Credo



THANK YOU FOR BEING A
CONSCIOUS CAPITALIST!