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**FOR IMMEDIATE RELEASE**

**CONSCIOUS CAPITALISM–INDIANAPOLIS LAUNCHES LEADERSHIP DEVELOPMENT PROGRAM**

*Cohort serves Central Indiana business leaders striving to advance the practice of Conscious Capitalism in their companies*

**[INDIANAPOLIS, IN, DECEMBER 2]** – Central Indiana business leaders now can join a new leadership development experience centered on the philosophy of a global movement called Conscious Capitalism. The program empowers leaders from different industries with the skills necessary to operate their businesses with a purpose beyond profits to better serve Hoosiers.

Conscious Capitalism–Indianapolis currently is accepting applications for the inaugural peer leadership development experience launching in April 2022. This yearlong program, limited to 20 company leaders, provides strategies for using business as a force for good through facilitated workshops and site visits with exclusive inside access to top Central Indiana companies. The program pairs training with a peer network and implementation support to foster real-time change and business transformation.

“Business leaders benefit by connecting with each other to learn and collaborate. This program gives leaders the time to step away from the day-to-day and think about the long-term purpose, opportunities, and impact of their company. That level of foresight, while enhancing your leadership and embracing a bigger picture for your business, is invaluable,” said Jim Money, president of Automotive Finance Corporation.

The Indianapolis Chapter of Conscious Capitalism developed the new leadership program as a way to help more Central Indiana companies elevate their business practices to operate more consciously.

Research shows that conscious companies outperform the S&P 500 by 14 times. As many companies struggle with “The Great Resignation,” data shows socially responsible companies reduce their average turnover rate by 25% with employees reporting they are 2.8 times more likely to stay with their current organization. Nearly 80% of today’s global consumers also believe that businesses must play a role in addressing societal issues.

“Throughout our many years serving the Indianapolis community, we have highlighted local businesses embracing the tenets of Conscious Capitalism. Now we are moving beyond the why to the how that will help leaders implement similar transformations within their own businesses. This program offers the

playbook,” said Kathy Pedrotti Hays, Indianapolis chapter board member and president of Pedrotti Hays Inc.

For more information and to apply, visit [indianapolis.consciouscapitalism.org/conscious-learning-cohort](http://indianapolis.consciouscapitalism.org/conscious-learning-cohort).

### **About Conscious Capitalism–Indianapolis**

The Indianapolis Chapter of Conscious Capitalism International is an affiliate of the 501(c)3 nonprofit organization dedicated to elevating humanity through business. The organization’s philosophy for using business as the greatest force for good is grounded in four principles: Higher Purpose, Stakeholder Orientation, Conscious Culture and Conscious Leadership. The Indianapolis Chapter launched in 2017 and through events, research, and collaborations works to enrich the corporate responsibility and social engagement of Indiana’s companies and business leaders. Learn more:

<http://indianapolis.consciouscapitalism.org/>

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