

Integral Conscious Business Center

Model for Implementation

World 1.0 , World 2.0

- As the world's population approaches seven billion
- As the Arctic melts at an accelerating rate
- As hundreds of millions of new cars hit the road
- As food, shelter and clean water become scarce
- As the production of plastic exceeds 120 billion pounds
- As the trash keeps piling up, issues of sustainability are paramount.

www.Green21Media.com

**Our planet is on the threshold of radical transformation
This is a time for inspiration, innovation and transformation of how
we perceive the world. This is time for radical transformation in our
Consciousness**

What Is Our Future?



What is our Earth Future?

Air Pollution



Land Pollution

What Are We Doing To Ourselves?

Noise Pollution



Water Pollution

What Will Our Legacy Be?



Profound Climate Change ?



Business and Consciousness?

- ❖ **Should Businesses seek profits at all costs?**
- ❖ **Are Businesses responsible for what happens to the environment?**
- ❖ **Are Businesses responsible for our global communities?**
- ❖ **Are businesses responsible for advancing human development and enhancing our well being?**

Why Business?

“Business is a combination of human energy and money and to me that equals power. Business is the most powerful force in society today and it is that force that ought to be harnessed to effect social change.”

Anita Ruddick – The Body Shop Founder

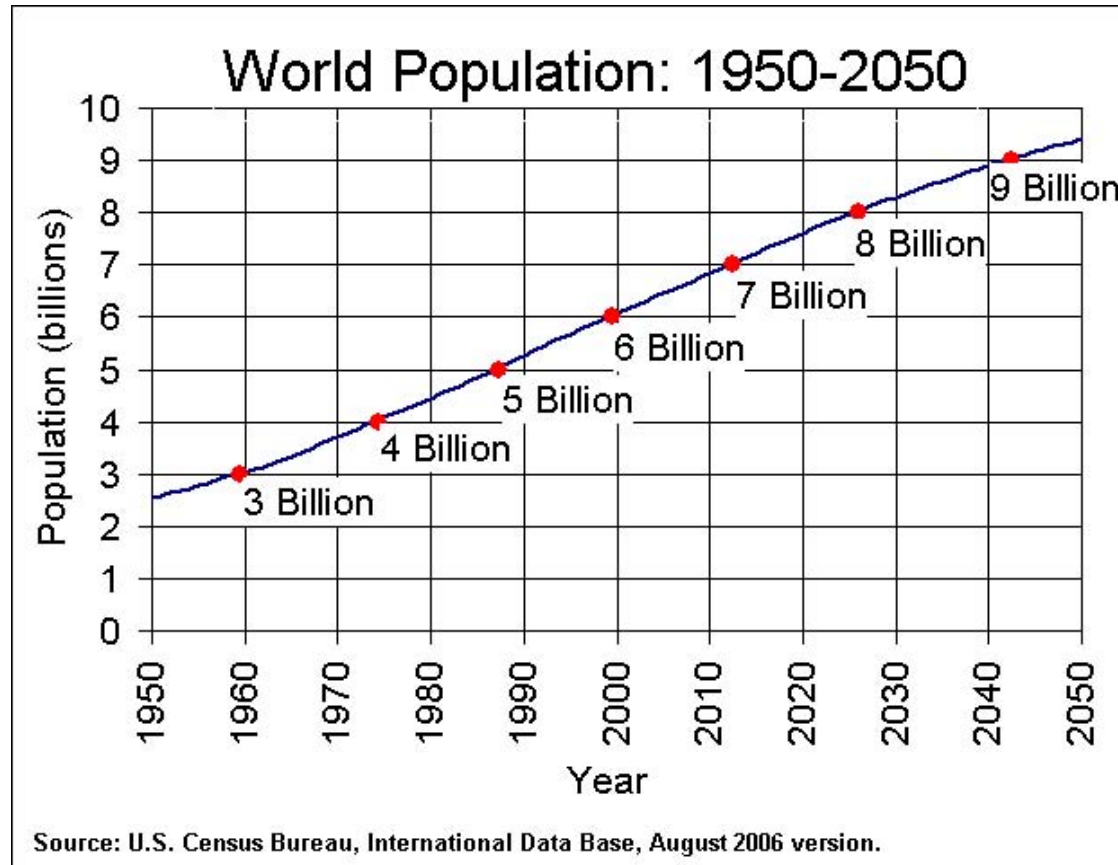
Existing Business Drivers

The traditional paradigm in business today is based on the core values in our society - to maximize profit and economic wealth, we make decisions, judge success primarily based on financial interests.

Let's examine some outcomes of this paradigm:

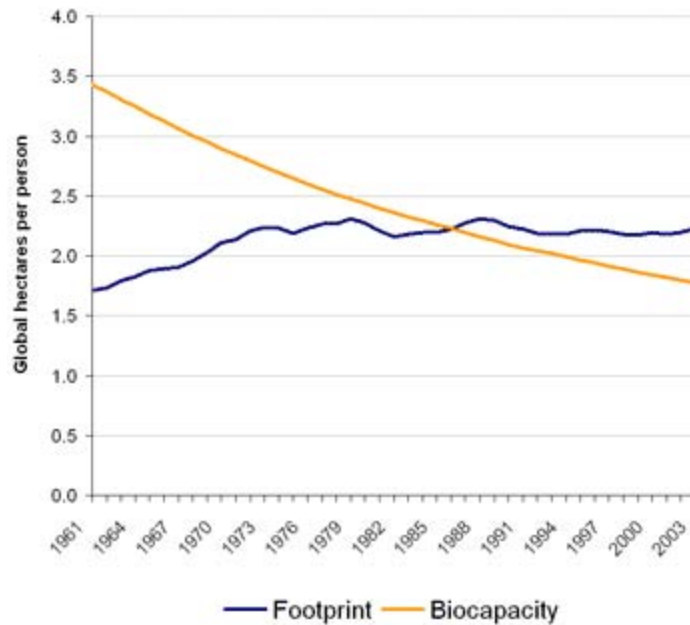
What's Going On? In the US Alone?

World Population Rises...

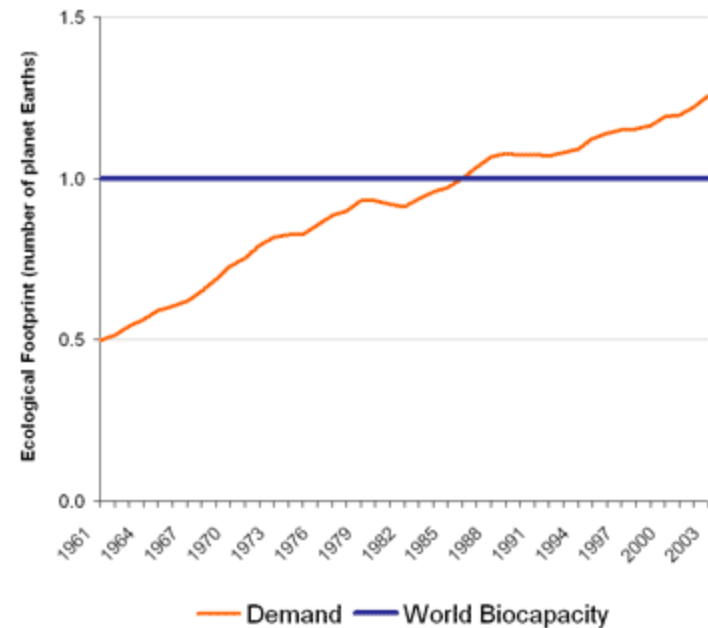


...While Planet's Capacity Lowers

Footprint and Biocapacity



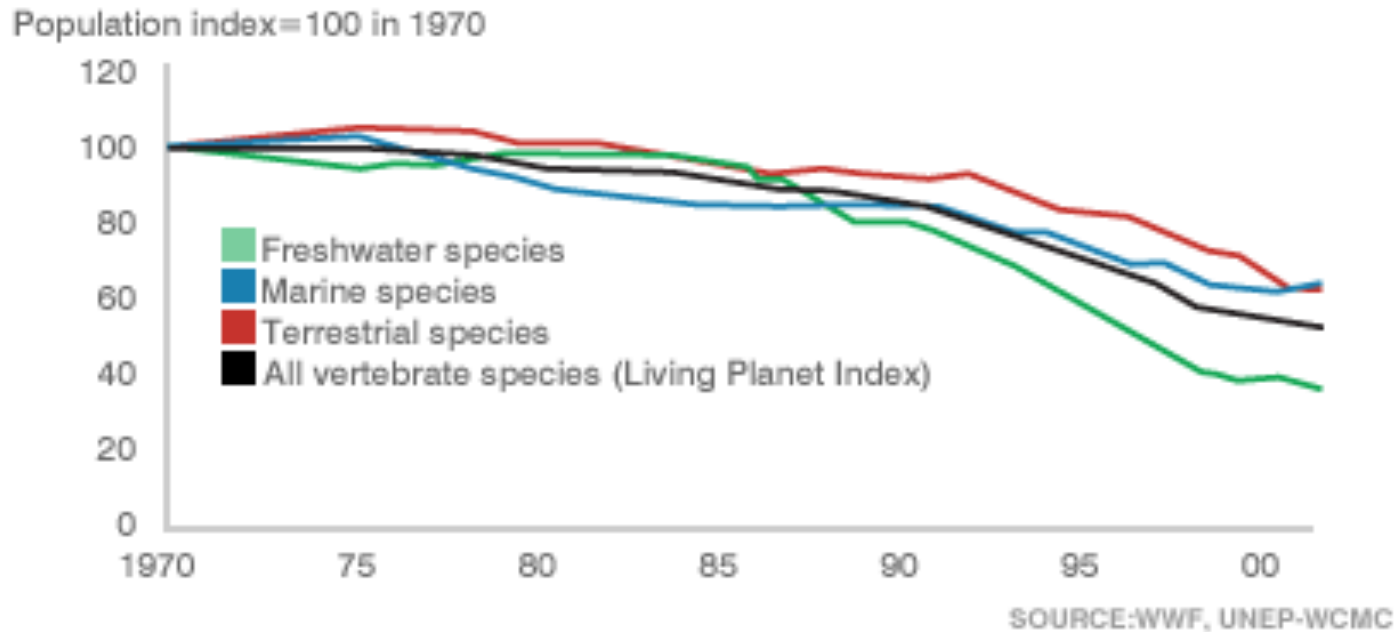
Demand vs. Biocapacity



(Source: Global Footprint Network, 2006)

Loss of Biodiversity

- **Living Planet Index:** measure of the state of the world's vertebrate biodiversity



Sixth Mass Extinction underway

- at a rate 100 to 1000 times faster than natural, our planet's native species are disappearing
- ½ will be extinct by 2050
- Currently, 10-30% of all animal species are threatened; for example there are only 20,000 African lions left, elephants are down 90% this century, wild tigers are down 95% to just 5,000-7,000 remaining. [1]

Culture of Disposability

- we embrace disposability, throwing things "away" - but where exactly do they go? Where is "away"?
- examples:
 - Americans throw away 50 million computers every year
 - Japan will have discarded 610 million cell phones by 2010. [14]

Spiritual Crisis in America

- US rates of “happiness” actually declining since mid-1950’s
 - no correlation with wealth seen
- Job stress
 - 25% view jobs as top life stressor
 - 30% feel chronically overworked
 - 34% report having been made ill by job stress
 - 21% of overworked report depression
 - work/life balance is #1 issue for 73% of workers

Spiritual Crisis in America

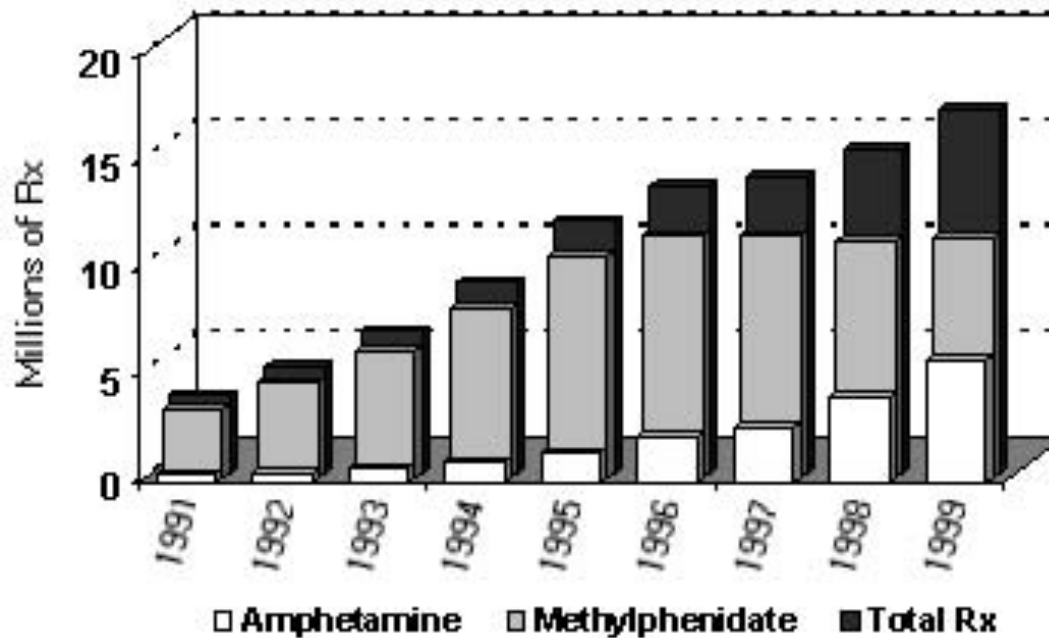
- Disengagement
- Affluenza
- Personal insecurity
- Isolation
 - 28% have no “intimate relationship” or close friend

Spiritual Crisis in America

- Depression and anxiety increasingly common
- Mental illness
 - 25% have a diagnosable mental event in any given year - highest rate in the world
- Pharmacological use
 - 49% of Americans take at least one prescription drug daily [25]
 - 16% use an emotion-altering prescription every year [25]
 - 6 million children take ADHD drugs (such as Ritalin) daily [26]
 - sleeping pill usage is up 60% from 2000 to 2005 [27]
- Alcoholism
- Suicide rates rising

Spiritual Crisis in America

- Use of ADHD-related drugs for children rising

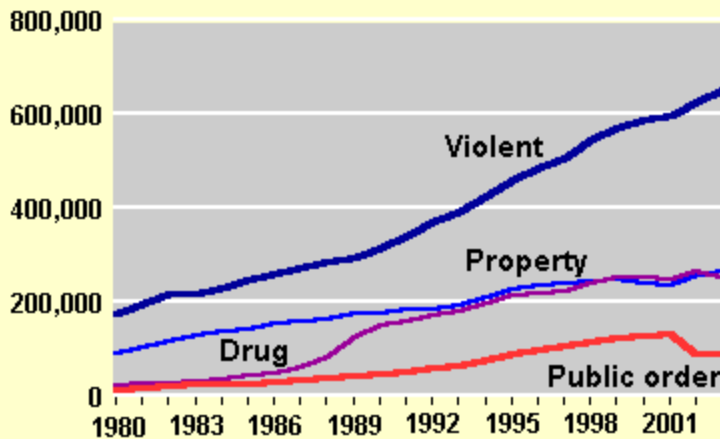


(Source: U.S. DEA)

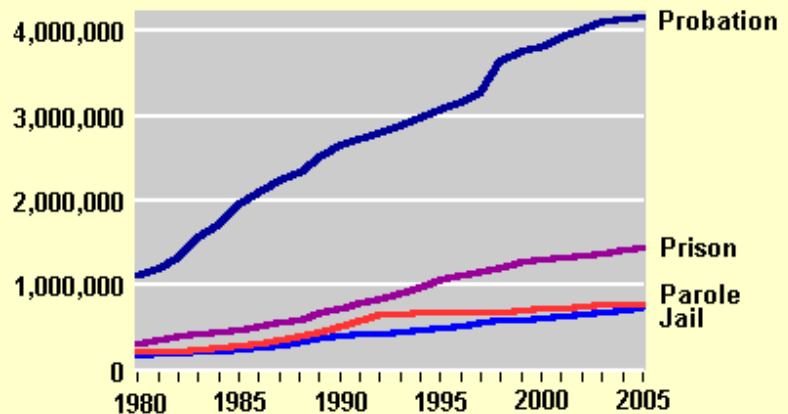
Crime & Incarceration

a record 7 million people (one in 32 American adults) were behind bars, on probation or on parole by the end of 2005 [30]

State prison population by offense type, 1980-2003



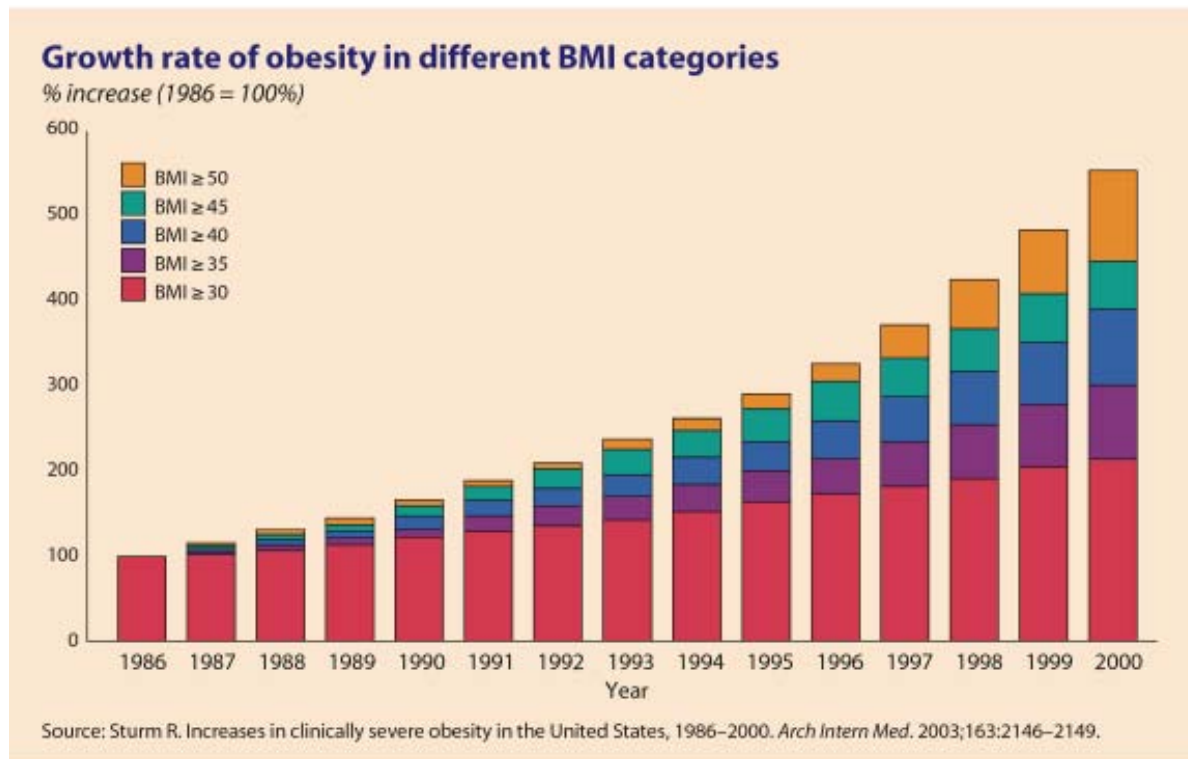
Adult correctional populations, 1980-2005



(Source: U.S. Dept. of Justice)

Declining Health

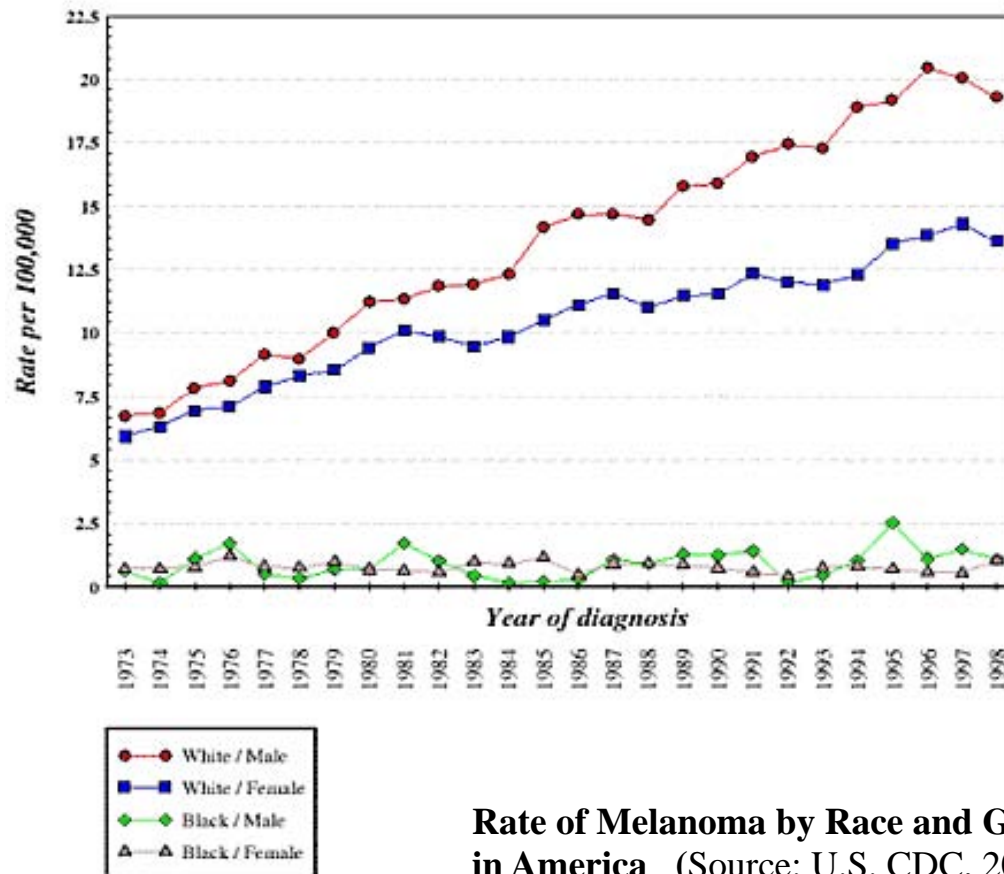
- Obesity: 60 million obese; 2/3 are overweight or obese



Declining Health

- diabetes up 33% from 1990-1998 [29]
- lack of fitness
- skyrocketing rates of asthma,
- product-related diseases such lung cancer
- skin cancer rates increase
- melanoma up from 1 in 5000 (1930) to 1 in 65 (2004) [29]

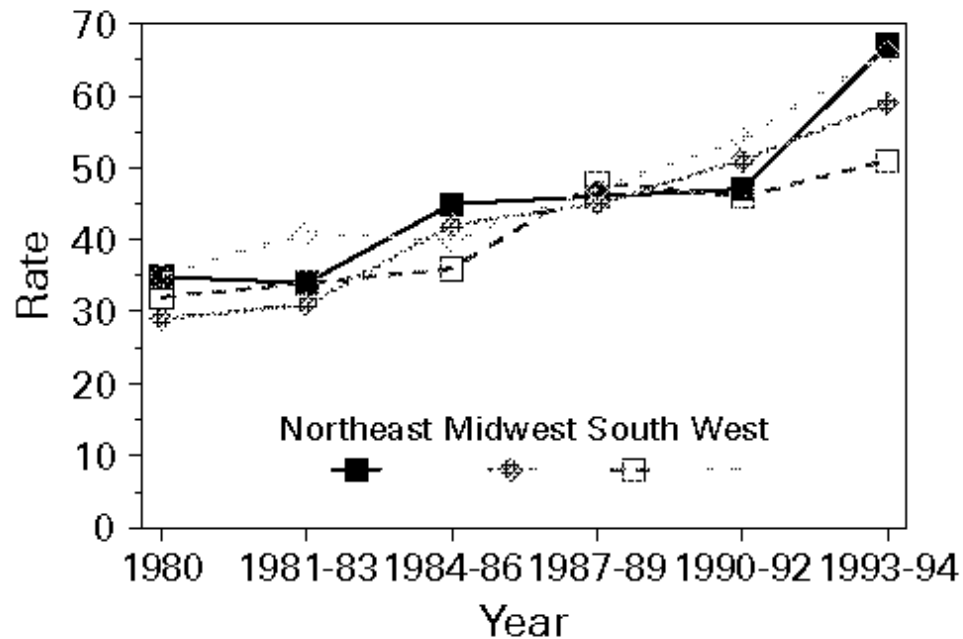
Declining Health: Skin Cancer



Rate of Melanoma by Race and Gender in America (Source: U.S. CDC, 2000)

Declining Health: Asthma

FIGURE 3. Estimated average prevalence rates* of self-reported asthma for persons aged 5-34 years, by region and year — United States, National Health Interview Survey, 1980-1994



*Per 1,000 population.

(Source: CDC Asthma Survey, 1980-1995)

Lack of soul (personal and collective essence)

- obsession with image
- self-centeredness (Me and my family)
- general lack of spirit, creativity, fulfillment, soul/essence
- people often treated and act like machines

**Is the existing
paradigm working?**

Conscious Business As a Transformative Strategy?

What is Conscious Business ©

Conscious Business is the awareness of the interconnectedness of all systems: **People, Planet, Profit**

Conscious Business operates with the objective of making a profit while enabling **all systems to thrive**: body, mind and spirit in individuals, communities, global cultures and natural environments.

Conscious Business = Vast Opportunity

Conscious Consumers Represent
\$250,000,000,000 Business
Opportunity in U.S.
and
\$640,000,000,000 Business
Opportunity Worldwide

Source: Bestseller: "Megatrends 2010", Patricia Aburdene

Conscious Business = Vast Opportunity

Conscious Business is 4th largest investment category for VCs in 2007

1. Biotech
2. Software
3. Telecommunications and Semiconductors
4. Conscious Business (Green, Clean, Socially Responsible)

Source: 2007, The CleanTech Venture Network LLC

Conscious Business = Vast Opportunity

People

- ✓ Improved attraction and retention of talent
- ✓ Greater employee satisfaction
- ✓ Higher productivity with enhanced creativity and innovation
- ✓ Increased consciousness and awareness
- ✓ Healthier and safer communities

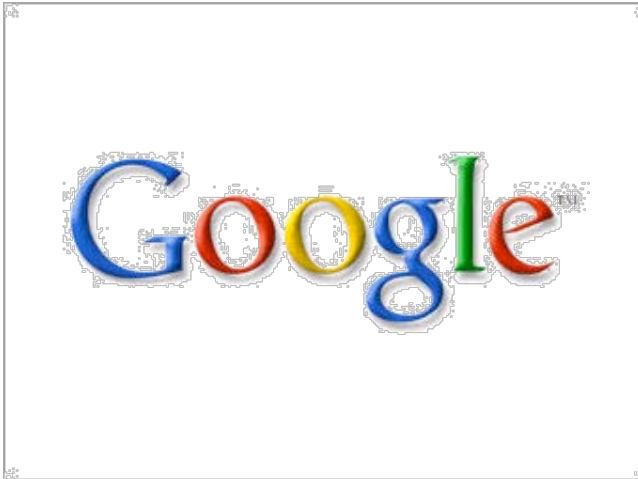
Planet

- ✓ Conservation of natural resources
- ✓ Reduced pollution
- ✓ Sustainable environmental practices
- ✓ Increased global goodwill

Profit

- ✓ Greater profit and revenue
- ✓ More efficient operations
- ✓ New, larger and more lucrative markets
- ✓ Enhanced brand and reputation
- ✓ Increased shareholder value

Proof Points: Organization/Culture



- **Google Culture:**

- Free meals, wholesome food, snack rooms
- \$8K/year tuition reimbursement
- \$5K credit toward Hybrid purchase
- WiFi enabled shuttles
- On-site haircuts, Pet Friendly
- Free on campus washer & driers
- Motorized scooters for campus
- Swimming Pool
- 100 Hrs/yr training
- 27 days of paid time off after 1 year

Impact :

- 1300 resumes per day
- High retention: 2.6% turnover
- Attracting the best of the best

Proof Points: Relationship with Planet



“Doing well by doing good”.
It is a better way to bigger profits.

Ray Anderson
“America’s Greenest CEO”

- **Fortune 500 Carpeting Company**

- \$1B Sales
- Global reach; manufacturing in 4 countries, sell into over 100 cities

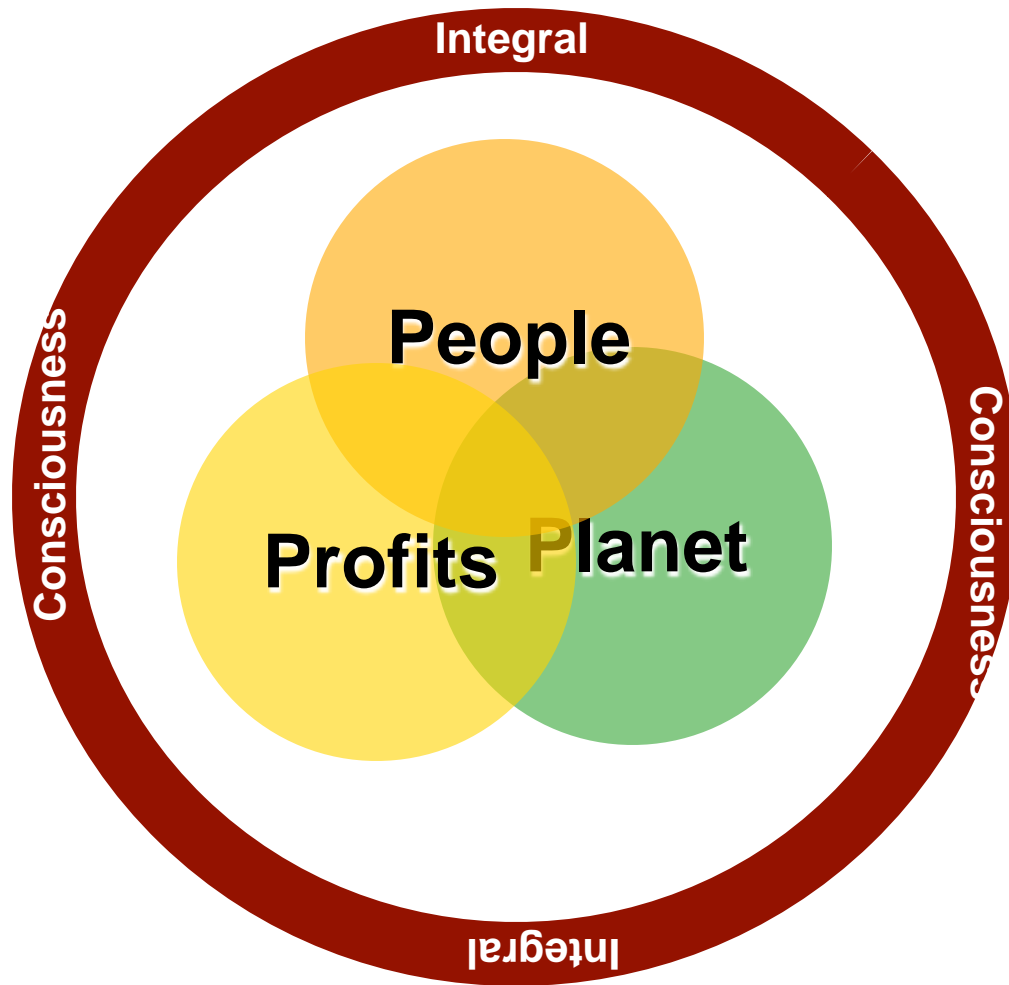
Goals:

- 100% Sustainable by 2020
- 0 foot print
- Eliminate waste
- Reduce and then eliminate petroleum

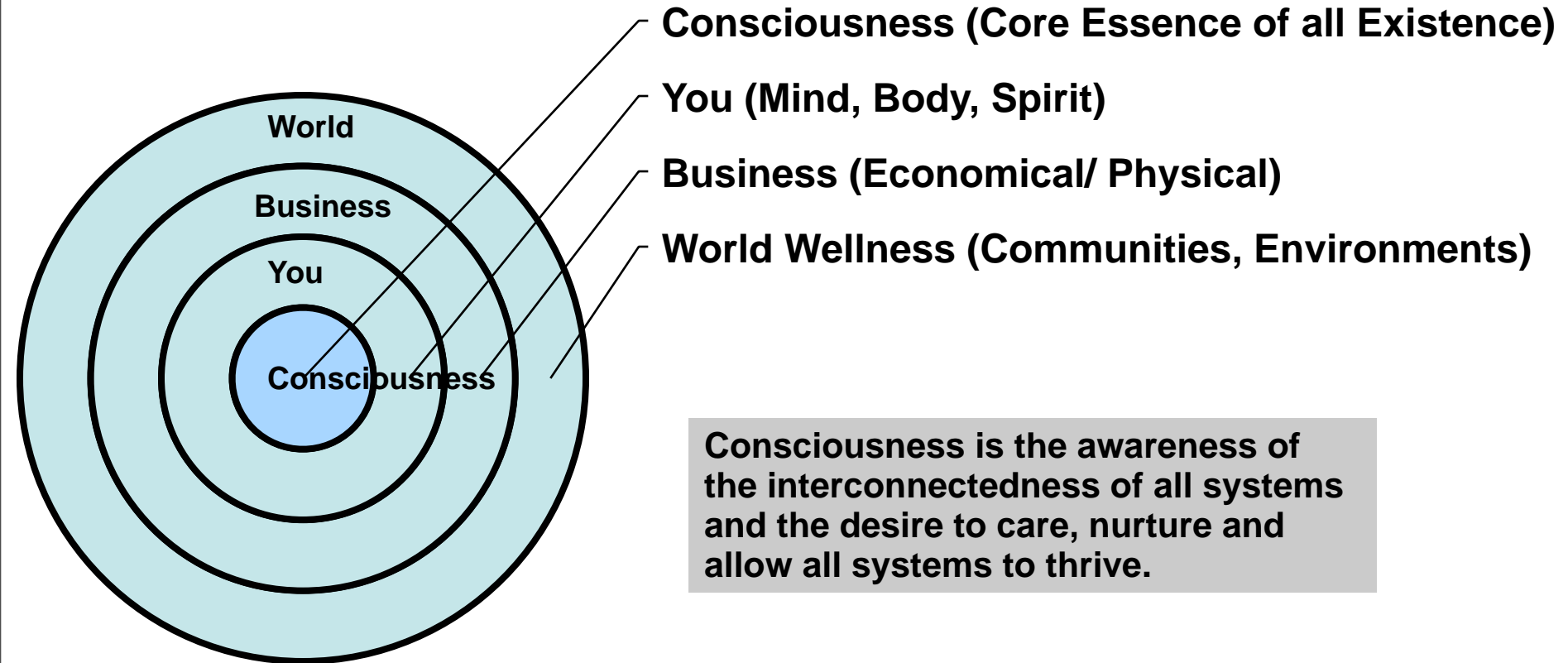
Benefits over 10 years:

- Demonstrated savings \$262M
- Reduced waste by 80%
- Recycling efforts diverted 66M lbs.
- Galvanized people to higher purpose
- Verified: No net contribution to global warming
- Profound goodwill of the market

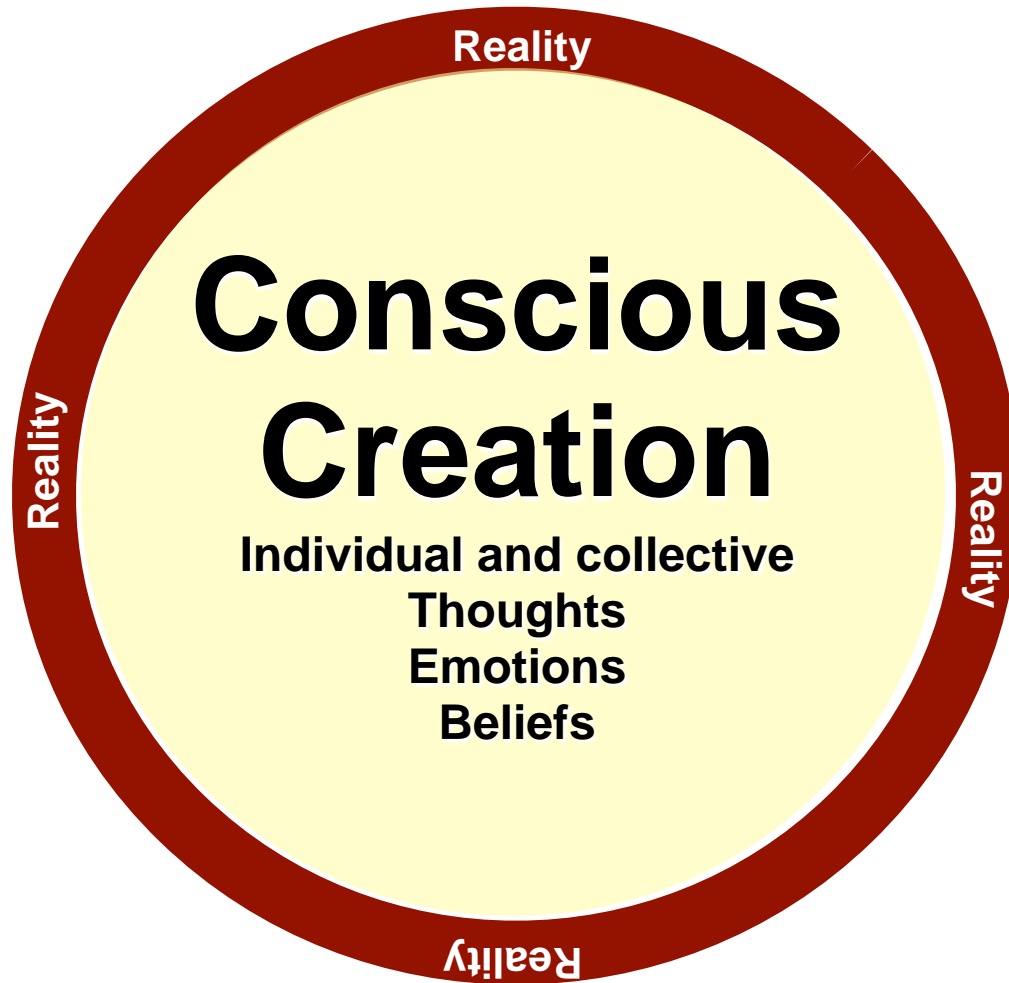
Integral Conscious Business



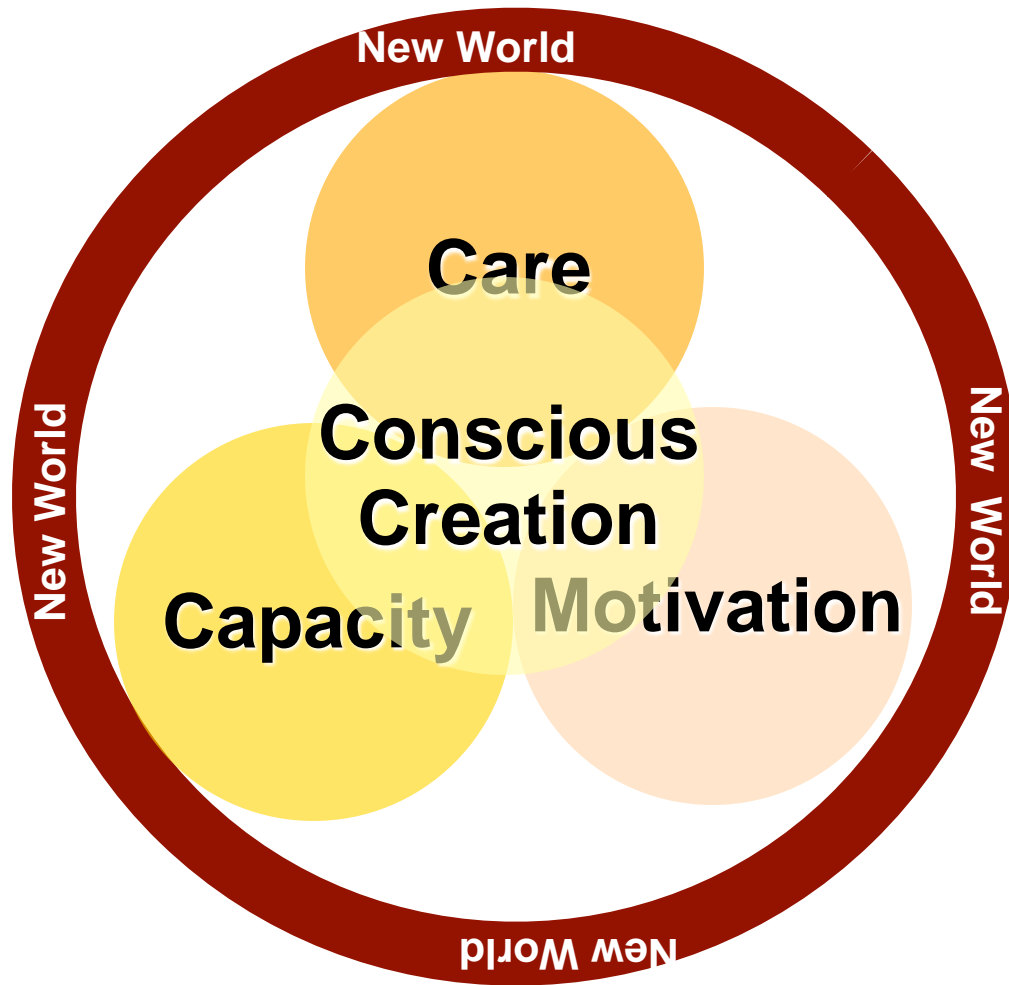
Interconnected and care



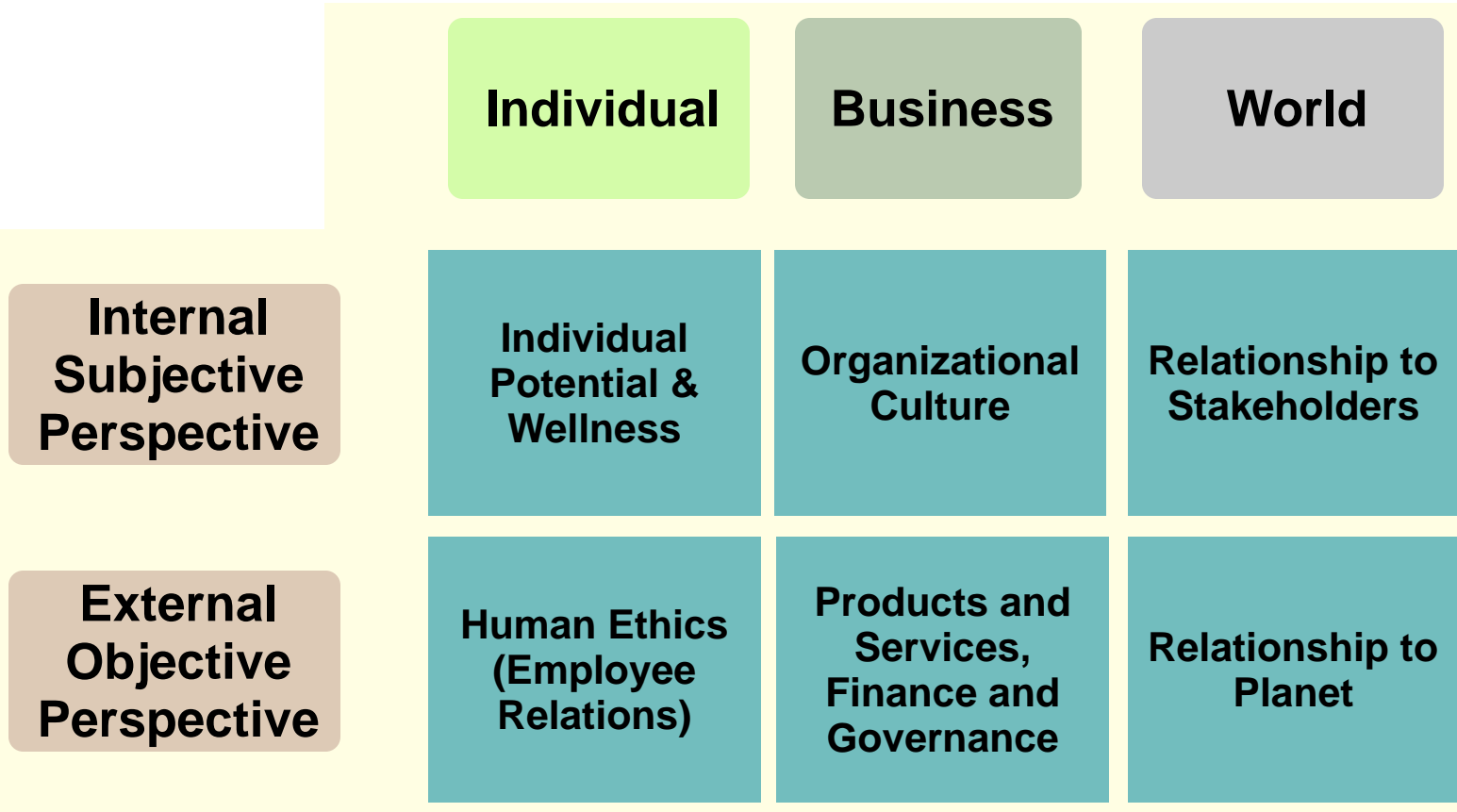
Consciousness is Awareness



Consciousness Births Matter



Conscious Business Center Model ©

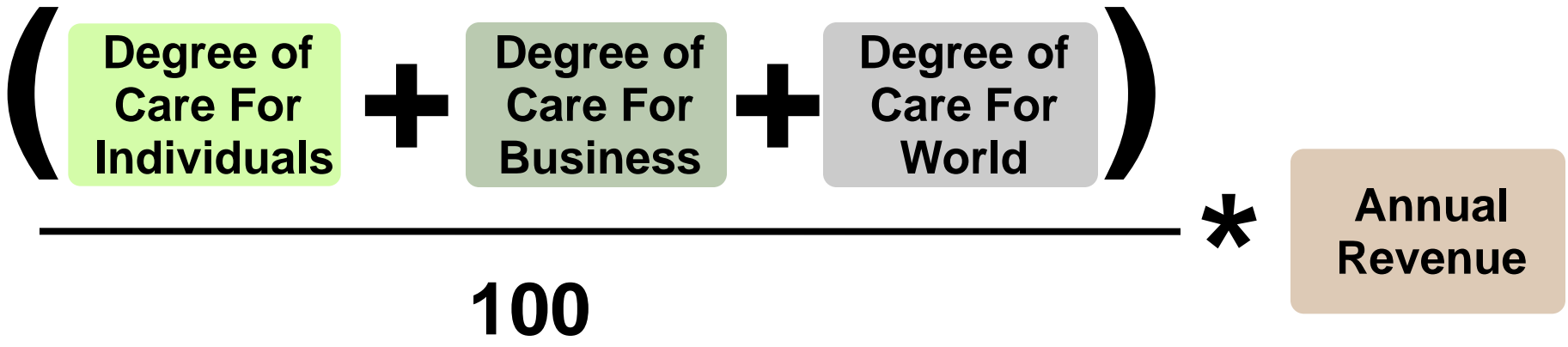


Conscious Business Dashboard

Conscious Business Check Points ©

Individual Potential	Health & Wellness	Personal Fulfillment	Growth and Development	Spirit & Vitality Creativity
Human Ethics (Employee Relations)	Human Rights & Labor Practices	Compensation & Benefits	Diversity & Balance	Global Morals & Ethics
Organization & Culture	Values, Vision, Mission	Trust & Collaboration	Leadership & Strategy	Communication Media and PR
Finance and Governance	Legal Compliance	Financial Excellence	Transparency & Accountability	Responsible Investments
Product and Services	Innovation Technology	Product / Services Health & Safety	Quality	Work Environment
Relationship with Stakeholders	Customers	Partners / Suppliers	Investors/ Shareholders	Local & Global Communities
Relationship with Planet	Materials & Supplies	Natural Resources	Waste/ Packaging Management	Clean Product Life Cycle

Conscious Business Index (CBI) ©



Degree of Care or intention and attention as measured by
[time] [money] [resources] [leadership] [strategy]
[communication] spent on individual/business/world
initiatives

Business Levels of Consciousness



- 1) Performance
- 2) Motivation
- 3) Care and Awareness of Impact

**Level 5
Evolutionary
Creators**

Level 4- Be of Service

**Level 3- Provide Solutions
for Community & Planet**

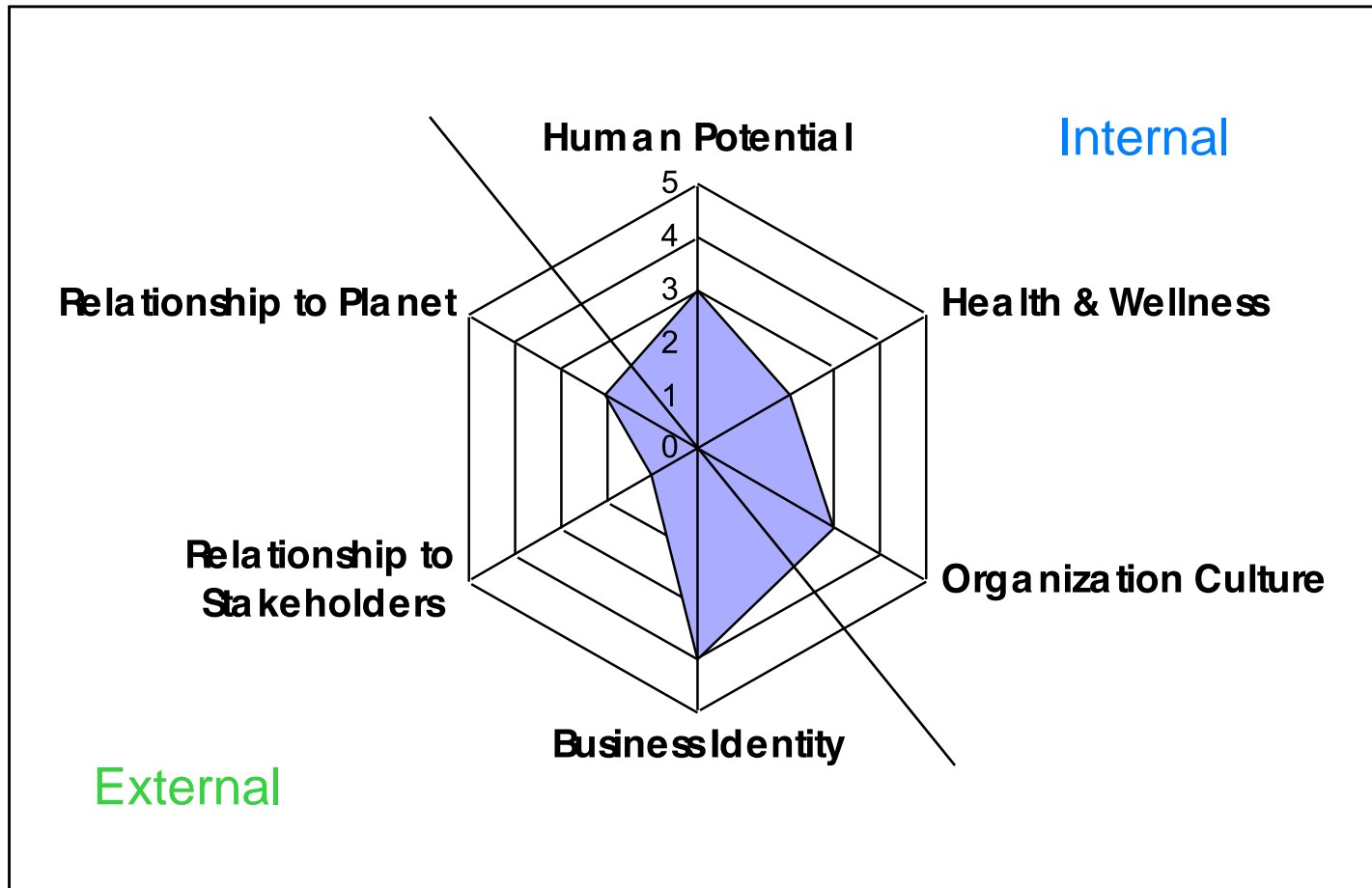
Level 2- Power and Domination

Level 1- Survival

Conscious Business Model ©

Development Level	Performance Functionality/Serviceability	Motivation	Care/Impact Awareness
Co-Creators	Mastery	Visionary Evolutionary	Long Term World-centric
Service	Very good	New Realms of Solutions	Long Term World-centric
Community/Planet	Good	Solutions to Serve Greater Good	Mid Term Community-centric
Power	Basic +	Domination	Mid Term Business-centric
Survival	Non Existent	Profit	Short Term Business-centric

Conscious Business Maturity Assessment ©



Conscious Business Implementation Framework

CBC Products and Business Model

Assessment

Training

Transformation

Certification

**Sustainable
Innovators**

**Conscious
Product Life Cycle
Designers**

**Conscious
Financial
Controllers**

**Health Wellness
Experts**

**Community
Relationship
Advocate**

**Materials
Waste Experts**

**Conscious
Marketing
Experts**

People

Profit

Planet

**Conscious Business
Certified**

End to End CBC Delivery ©

Step 1

Assess Business Health using CBC Key Indicators

Step 2

Generate Current Report (Individual, Business, World)

Step 3

Develop Training and Implementation Strategy

Step 4

Obtain approval, sponsorship, budget for Implementation

Step 5

**Engage Services Provider and Form CB
Implementation team**

Step 6

Rollout Implementation Plan

Step 7

Certification

Step 8

Support and Monitoring

CBC End to End Engagement Process ©

Connect

Agree

Form

Engage

Deliver

Process: Engagement

	Evaluate engagement scope: industry, geography, size and level of readiness
1	Engage Service provides and assess cost and timing for assessment (as necessary)
2	Create CBC proposal and timeline for engagement
3	Obtain budget, timing, sponsorship and accountability
4	Internal communication, marketing and PR for the upcoming CBC engagement
5	Assess business readiness
6	Prepare for assessment launch and project kick off

Engagement

Assessment

Implementation

Certification

Support

Outcome: signed assessment proposal

CBC Engagement Process ©

Product: Assessment

1	Form Assessment Team (CBC, Client)
2	Map initial assessment criteria: industry, geography, size and determine size of engagement
3	Gather information through interviews, surveys, questionnaires, benchmark and organizational, process, system learning's, CBC experience and expertise, customers, vendors and partner feedback.
4	Assess business vision, mission, values, principles, strategy, people, organization, leadership, processes ,systems, relationship, social and environmental practices
5	Solicit Subject Matter Expert (Conscious Business Partner) assessment input
6	Assess and map CBC key indicators and level of maturity in each area
7	Consolidate Assessment findings in a report including: Conscious Business Maturity Level, key challenges, prioritization for Implementation, estimate ROI (People, Planet, Profit)
8	Form Conscious Business Program
9	Obtain approval, sponsorship, champions and budget for implementation roadmap

Product

Assessment

Implementation

Certification

Support

Outcome: CBC Assessment Finding Report
Signed off Implementation Strategy & Roadmap

CBC Engagement Process ©

Product: Implementation

1	Select key initiatives for Implementation (ones that are the easiest to implement, yield the highest impact and return)
2	Engage service providers
3	Form Implementation team (including members from CBC, Service Providers, Customer) Team Structure, define Roles and Responsibilities, define Communication Strategy, Agree on Program deliverables and Program Plan
4	Roll out CBC Plan of Record
5	Create a CBC department (*) Measure progress and provide feedback to CB Program leaders
6	Provide training and coaching, engage service providers
7	Create CBC Dashboard- Reporting and Metrics Management Link CBC Dashboard to Executive Performance Review
8	Gradually Hand off to CB Internal Management Team

Product

Assessment

Implementation

Certification

Support

Outcome: CBC Team Formed
Program rolled out,
Internal CBC Department
CBC Dashboard

Conscious Business Program

Product: Training/Coaching

1	CB Department: How to Form a Conscious Business Department (people, organization, communication, metrics, training ,change management)
2	CB Leadership- How to Select appropriate Conscious Business Leaders and Teams
3	CB Vision- Conscious Business Vision, mission, principles, objectives
4	CB Framework- What is the Conscious Business Framework, Principles and Practices- “the How to”
5	CB Knowledge Base- How to create a Conscious Business Templates and Knowledge Base Repository
6	CB Metrics- How to measure progress
7	CB Expansion- How to develop a continuous Conscious growth and Improvement

Product

Assessment

Training

Transformation

Certification

CBC Engagement Process ©

Product: CBC Department

1	CB Department: How to Form a Conscious Business Department (people, organization, communication, metrics, training ,change management)
2	<p>Create CB Value Proposition</p> <p>Obtain Management Buy in</p> <p>Attract the right CB Leader</p> <p>Agree on Vision, Mission, Objectives</p> <p>Set up CB Program, processes and systems</p> <p>Define Resource Budgets</p>
3	<p>Engage Team Collaboration</p> <p>CB Marketing /Education</p> <p>CB- Assess Organizational Impact</p>
4	<p>CB Rollout Communication</p> <p>Measure progress Metrics</p> <p>Provide Feedback to CB department</p>

Product

Assessment

Implementation

Training

CBC Dept.

Certification

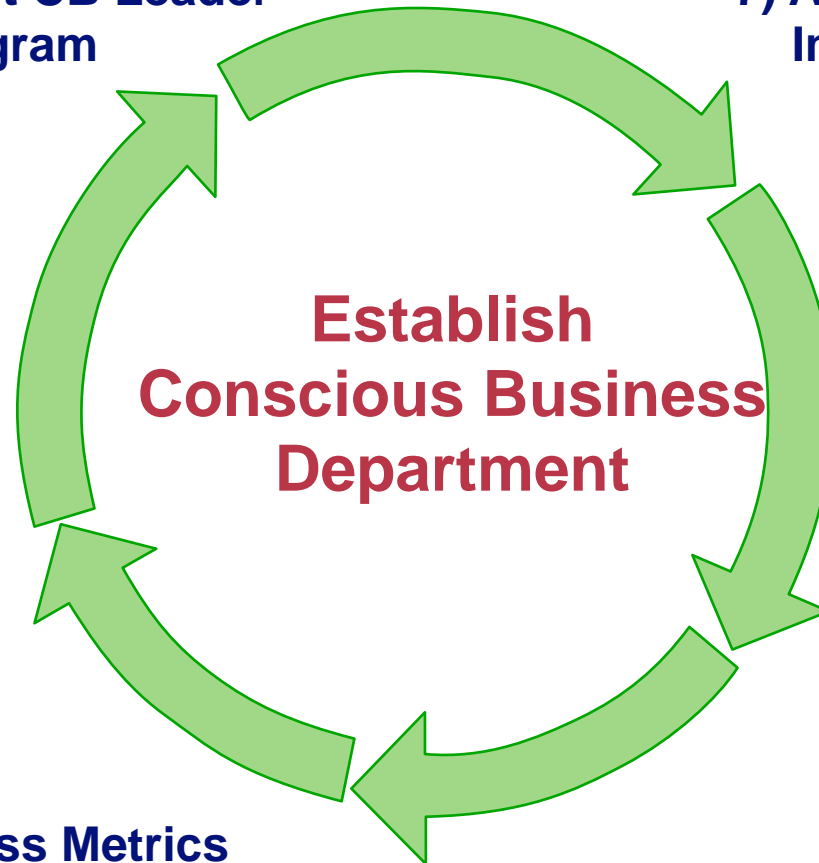
Support

Outcome:
Internal CBC Department
CBC Dashboard

Establish Conscious Business (CB) Department

- 1) Create CB Value Proposition
- 2) Obtain Management Buy in
- 3) Attract the right CB Leader
- 4) Set up CB Program

- 5) Team Collaboration
- 6) Marketing /Education
- 7) Assess Organizational Impact



- 8) Communication
- 9) Measure progress Metrics
- 10) Continuous Improvement

CBC Engagement Process ©

Product: Certification

1	Evaluate the level of overall organizational and leadership intention
2	Evaluate the level of attention on CB initiative and systems (CB Department, efforts, program, accountability, investments)
3	Evaluate the level of improvement in each key CBC domains
4	Evaluate the level of care
5	Certification process will usually follow Assessment process
6	Collect baseline measurement and data collection
7	Enter collected data in a CB certification system
8	Generate CB Maturity summary report
9	Grant Conscious Business Certification Seal
10	Create PR/ Media/Marketing campaign that leverage the benefit of the Conscious Business Certificate / Seal of approval

Product

Assessment

Implementation

Certification

Support

CBC Evaluation report for each domain
 Certification Approved or Declined
 Recommendation/ Action

CBC Engagement Process ©

Product: Certification- Continued

11

There are 3 levels of Conscious Business Certification (Bronze, Silver, Gold)

- Bronze CBC is not applied at all, CBC Assessment Complete
- Bronze- CBC practices are ad hoc and disorganized
- Silver- CBC practices follow a regular pattern (CBC Department)
- Silver- DBC is documented, communicated and followed
- Gold- CBC is monitored and measured
- Gold- CBC Best practices are followed and automated

Product

Assessment

Implementation

Certification

Support

CBC Evaluation report for each domain
Certification Approved or Declined
Recommendation/ Action

CBC Engagement Process ©

Service Provider/ Partner Qualification

1	Does partner provide unique services that are aligned with CBC offerings?
2	Does partner have visionary conscious leadership ,principles, products and services?
3	Does the partner has a viable and profitable business model ?
4	How does the partner rate in CBC 6 Check points?
5	Does the partner 'feel like' a good potential collaborator?

Partners

Qualification

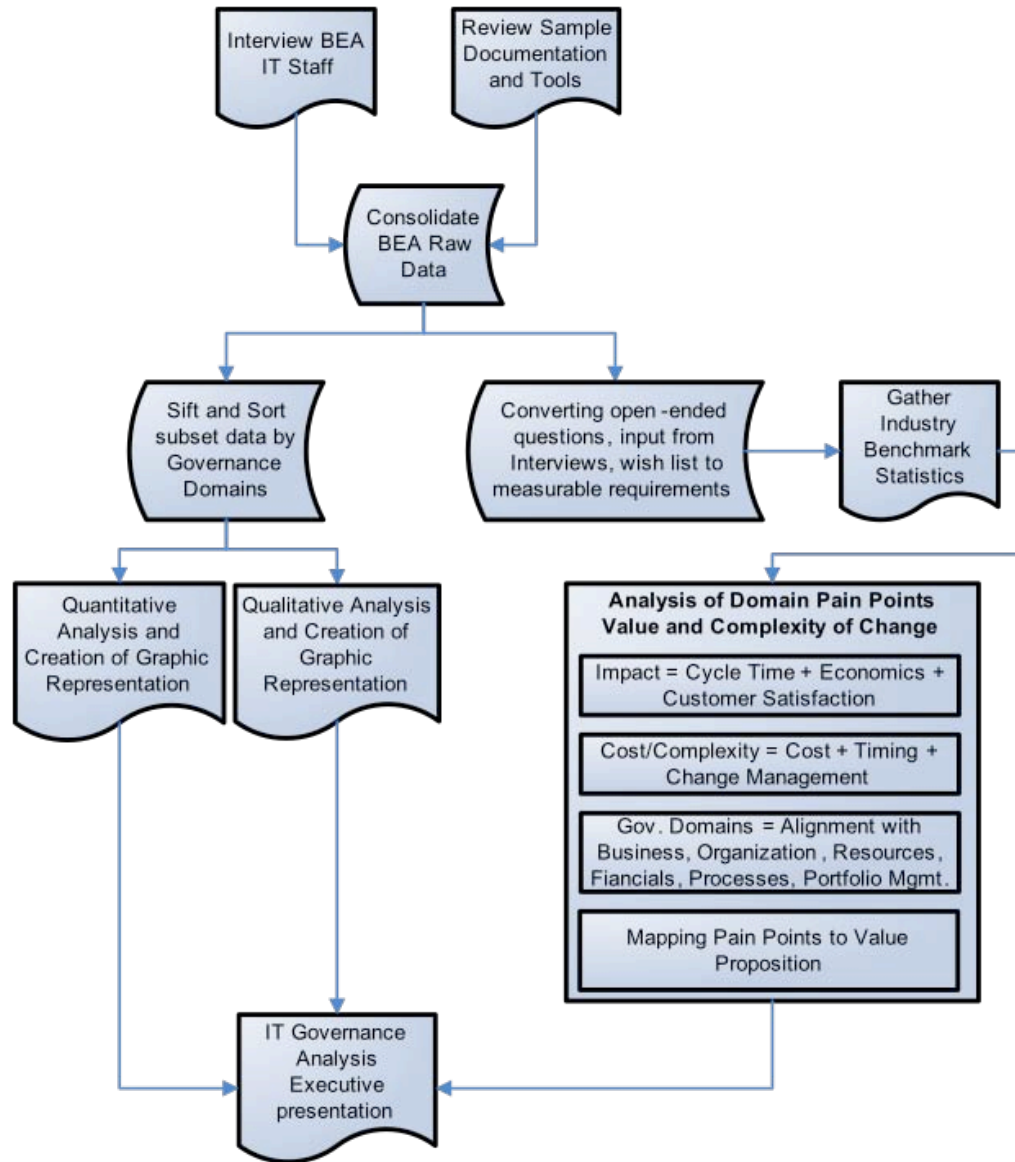
Outcome: CBC Qualification report for each domain
Qualification Approved or Declined
Recommendation for Action

Conscious Business Model ©

People	Planet	Profit
Principles	Principles	Principles
Practices	Practices	Practices
Metrics	Metrics	Metrics
ROI	ROI	ROI
Service Providers	Service Providers	Service Providers

Conscious Business Assessment Framework

Assessment and Analysis Process



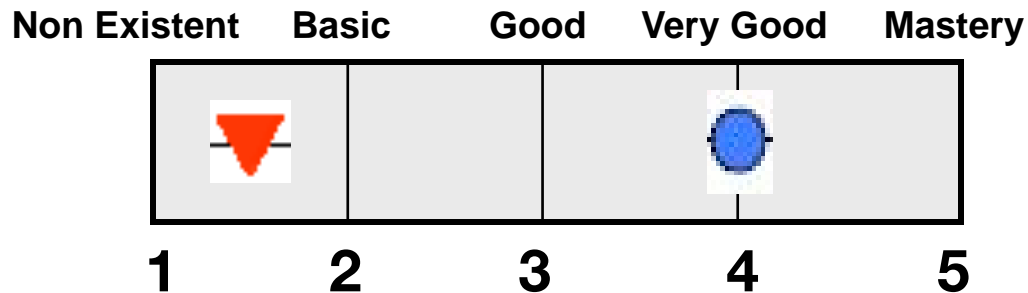
28 Categories, 3 Questions For Each Category

CBC assessment tool operates similar to traditional chinese medicine diagnosis and healing art and technology: 5000 year old wisdom for healing is conducted through quick assessment of key diagnosis points and addressing immediate imbalances and creation of initial transformation and healing plan.

First Question

How would you rate your performance in this domain?

Performance is measured by domain existence, functionality and serviceability to the satisfaction of domain stakeholders.



Current 

Desired 

28 Categories, 3 Questions for Each Category

Second Question

What is your key motivation in this domain?

What is your center of gravity, Is it self centric, local socially-environmentally centric or world centric when making decisions in this domain?)

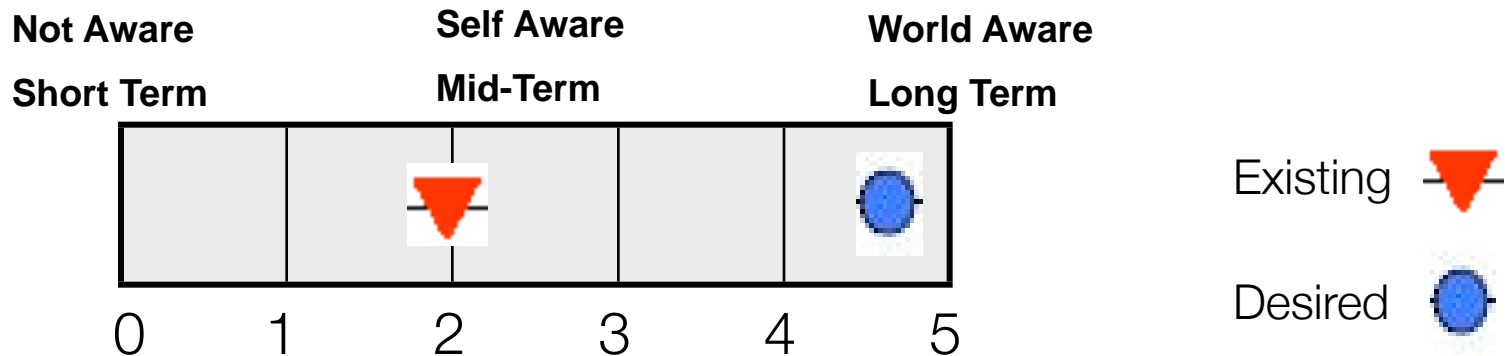


28 Categories, 3 Questions for Each Category

Third Question

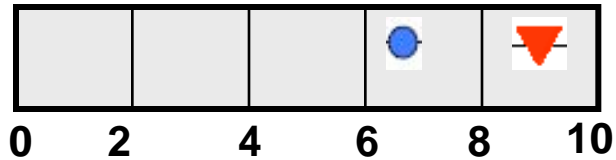
Do you care about the impact of your actions in the following domain on life and generations to come?

Degree of Care and performance as measured by the intention and attention dedicated to this domain [time] [money] [resources] [leadership] [strategy] [communication] [etc] spent on individual/business/world initiatives.

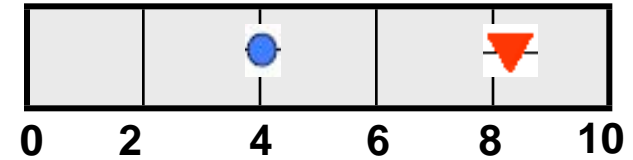


Assessment Results – Summary by Domains

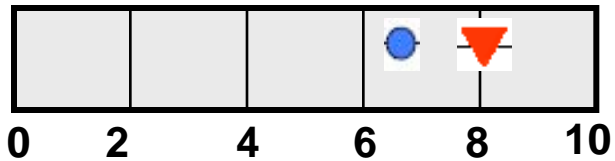
Health and Wellness



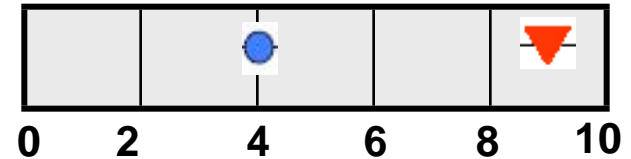
Values, Vision, Mission



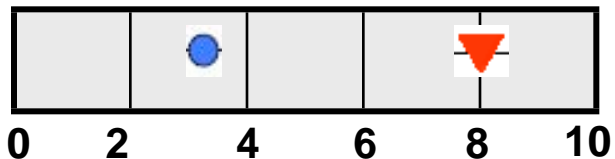
Personal Fulfillment



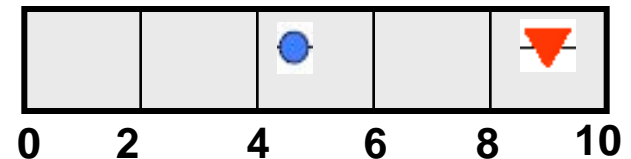
Trust and Collaboration



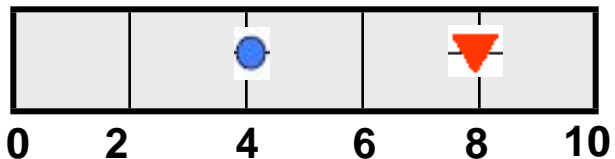
Human Rights /Labor Practices



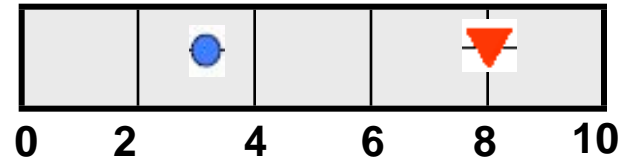
Innovation and Technology



Product Life Cycle



Legal Compliance



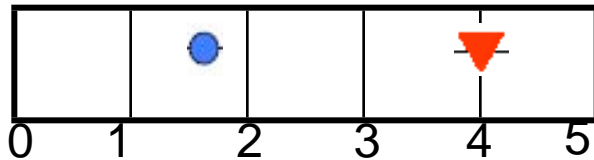
0-Absent 10- Best

 Business Rating

 Leading Practices

Analysis Results– Sample Domain Details

Values Vision Mission



Key Challenges

- 1) Business values and vision are not communicated across the organization
- 2) Communication gaps and inconsistencies exist among different groups (especially below CEO Staff level)
- 3) Different internal and external vision statements
- 4) Organization mission is not welcomed by majority of employees

0-Absent 10- Best

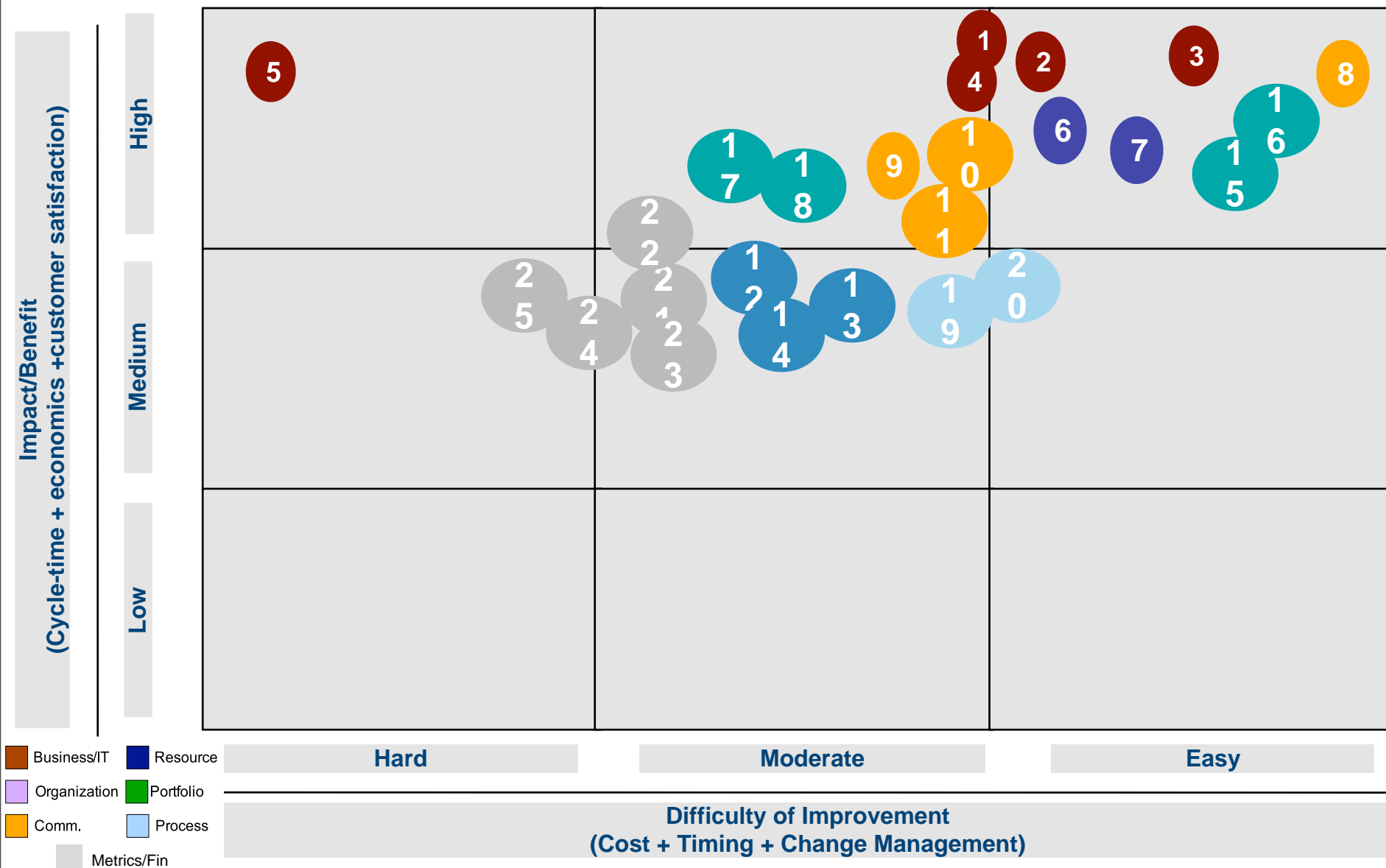
 Business Rating

 Desired Practices

Source- Business Interviews, CBC Experience and Analysis

Leading Practice is adjusted for companies of similar size and industry, all scores are average, detailed scores can be provided

Program Improvement Opportunities



Conscious Business Model ©

Development Level	Performance Functionality/Serviceability	Motivation	Care/Impact Awareness
Co-Creators	Mastery	Visionary Evolutionary	Long Term World-centric
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Business Levels of Consciousness



- 1) Performance
- 2) Motivation
- 3) Care and Awareness of Impact

**Level 5
Evolutionary
Creators**

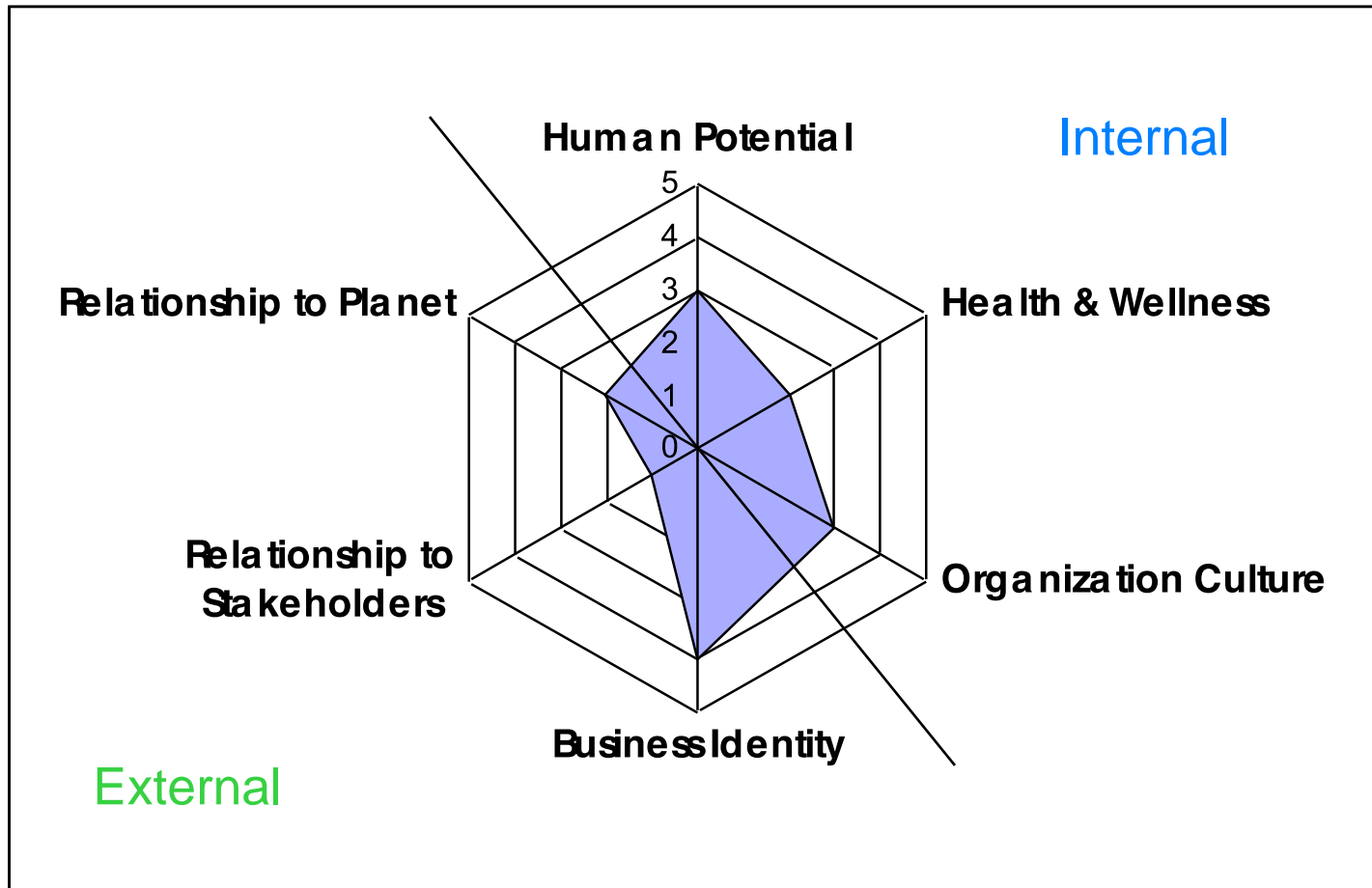
Level 4- Be of Service

**Level 3- Provide Solutions
for Community & Planet**

Level 2- Power and Domination

Level 1- Survival

Conscious Business Maturity Assessment ©



CBC Leadership Roles and Responsibilities

How to Select a Conscious Business Leader?

- Transformation Leader
- System Thinker
- Integral Thinker
- Program Manager
- Capable of interacting and collaborating with executives
- Capable of interacting with subject matter expert
- Strong Communication skills; internal, external
- Change Management skills (Organizational Psychology skills, Training skills, Program roll-out skills)
- “Green” sympathetic
- Compassionate, graceful, kind DNA
- Leading edge thinker
- Leader mover and shaker - can take initiatives
- Able to understand a corporate culture rapidly (from the inside out)
- Visionary
- Inspiring
- Tenacious and fearless (views failure as opportunity to learn)

CBC Leader Roles and Responsibilities

Getting Started

1. Advocate Conscious business Transformation
2. Gain Executive Team buy in for CBC efforts

CBC Program Charter

1. Launch CBC Programs
2. Bring together CBC project teams

CBC Program Design

1. Maintains CBC programs as high priority in the company
2. Clarifies team roles, responsibilities, and accountabilities
3. Holds project teams accountable for project execution and results
4. Champions CBC projects to entire organization
5. Dissolves progress logjams

CBC Leader Roles and Responsibilities

CBC Programs Creation and Deployment

1. Lead the CBC Program Improvement Team
2. Assure that adequate time and resources are assigned to programs
3. Troubleshoot progress impediments (preventive and contingent)
4. Lead the efforts to make changes in the affected organizations
5. Track projects progress
6. Communicates progress to executive team

Long Term CBC Performance Management

1. Acts as the CBC “CEO” – “CEO of company CBC efforts”
2. Acts as the CBC “voice of the customer” to other organizations and other Company initiatives
3. Publishes CBC performance metrics

CBC Leader Quick Start Kit and Metrics

1. Collect and assess inventory of all current initiatives
2. Map company wide initiatives into CBC model categories
3. Rate the health of each domain (1-5 star)
4. Generate CBC report of finding
5. Develop CBC program
6. Set priorities and budgets
7. Form internal and external CBC rollout team

Measurement of CBC Leader Success Rate

1. Adoption rate of CBC programs across the company
2. Number of on going programs
3. Conscious Business Index (CBI) trend
4. Number of CBC communication and educational efforts
5. Internal and external company wide perception and perspective

What is a self aware organization?

- The first is our growing capacity for self-reflection. Many times it has been observed that where animals "know," only humans have the capacity to "know that we know." We have the ability to observe ourselves and our world as if from a distance. Humans can stand back and see ourselves in the past as well as project ourselves into the future. We are not locked in, but can reflect on our situation and make fresh choices. When we can see our actions in the mirror of self-reflective knowing, we become self directing agents of our own evolution. It is this capacity for conscious, free choice that will be essential if humanity is to choose a path of communication and reconciliation to create a sustainable future.
- A second hallmark of the new consciousness is its "whole-systems" or "living-systems" view. For the last several hundred years in Western industrial societies, a materialistic, scientific mindset has dominated. In this view, what is "real" is the material world as perceived by our senses and organized by our intellect. The universe is seen as filled with lifeless matter and empty space. It is only natural that what is important is social status and material success. By contrast, in the emerging perspective, seemingly empty space is not empty, but filled with immense amounts of energy. Our cosmos is seen as a living, unified system. This new paradigm moves from a view of separation and isolation to one of profound wholeness and interconnection. At a fundamental level, people are viewed not as separate beings, but as intimately involved with one another in the deep web of life.
- Global Consciousness Change: Indicators of an Emerging Paradigm by Duane Elgin
with Coleen LeDrew

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