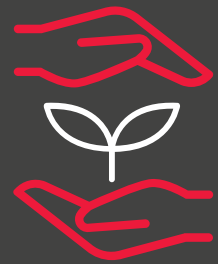




Conscious Business Leadership Academy

**ELEVATING LEADERS. TRANSFORMING
ORGANIZATIONS. HEALING SOCIETY.**

A transformational learning journey for CEOs, designed and led by Raj Sisodia, Co-Founder and Co-Chairman of Conscious Capitalism, Inc., and Neha Sangwan, MD, in partnership with BDO USA, LLP.



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Conscious Business Leadership Academy is an extraordinary give back to the business world.

JAYNE MILLARD / CEO, Turtle & Hughes and CBLA Graduate

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The timing for this program couldn't be better. With growth and hiring accelerating, our company culture must be strong and ready....the opportunity to create a legacy with purpose is a gift. I thank CBLA for opening that door.

RAJESH VASHIST / CEO, SiTime and CBLA Graduate

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I've created an entirely different outcome for my business because of Conscious Business Leadership Academy principles...company communications are now tied to values and purpose, and I've become a much better Leader.

CHRISTINE HECKART / CEO, Scalyr and CBLA Graduate

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Conscious Business Leadership Academy punches above the belt with their speakers - the caliber is off the charts, and I've taken away a lot from each one of them. It makes the program super special.

YVONNE WASSENAAR / CEO, Puppet and CBLA Graduate

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BUILDING A POWERFUL, SUCCESSFUL AND ENDURING BUSINESS STARTS WITH A COMPELLING PURPOSE AND VISION.

Nothing is more dangerous to a business, to our shared future, and to the planet than “business as usual”. Globally, organizations must evolve toward a broader definition of success that encompasses people, purpose and performance in harmony. The Conscious Business Leadership Academy is an opportunity for CEOs to deepen their vision, connect with their purpose, and become more conscious. It’s a time to reflect on their leadership team, corporate culture, and business practices.

Over the course of six months, you will learn how to maximize your personal potential while optimizing value and benefits for your stakeholders. In discovering and defining your personal higher purpose, you will be able to more fully align the purpose and profitability of your business, with a deep commitment to building a sustainable and brighter future for all.



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As leaders, we have a responsibility to ensure that we are creating environments that foster growth while at the same time being empathic, inclusive and mindful about our path to success. Each decision we make is incredibly consequential to our people as well as our clients, communities and networks. Acting mindfully requires a dramatic shift in thinking to grasp the full reach and impact of our actions. It's a journey best taken with peers who can offer support and encouragement as we navigate an ever-evolving landscape of questions, opportunities and challenges. We hope you'll join us.

WAYNE BERSON / CEO, BDO USA, LLP

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THE BDO PERSPECTIVE ON CONSCIOUS CAPITALISM

Capitalism is at a crossroads. We are living in an era of unprecedented change and disruption. The impact of technology on society and business. The acceleration and consequences of climate change. The persistent and urgent reckoning around social injustice. The rise of globalization and the vulnerabilities this interconnectedness brings. The meteoric rise of wealth but also wealth inequality. These historic challenges require a historic response by both the public and private sectors.

While doing well by doing good has long been a part of the business lexicon, a transformational shift in mindset is needed to address the titanic shifts we are grappling with today. Business leaders play a vital role creating cultures and operational models that are mindful of these challenges and deliver value for all stakeholders. Our path forward must reflect changes in our foundational thinking about the ways our businesses operate and the impact - intentional and unintentional - of our business actions on people, society and the world.

Critically, this thinking must be personal. Decisions on corporate culture, purpose and values that drive operational decision making reflect and align with the *personal* purpose and values of an organization's leaders. Responsibility starts and stops at the top. To become the type of business that drives value and creates opportunity for all, change must start with each leader and their personal commitment to a conscious way of thinking about capitalism.

THE CONSCIOUS CAPITALISM CREDO

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.

JOHN MACKEY AND RAJ SISODIA (2013),
“Conscious Capitalism: Liberating the Heroic Spirit of Business”
Boston Massachusetts: Harvard Business Review Press

TRANSITIONING FROM **EXTRACTING AND LEVERAGING** TO **VALUE-CREATION AND SERVICE**

The goal of this program is to inspire you to transform your own leadership and your company. It will elevate your perspective so that you can achieve deeper integration between your personal values, life purpose and your journey as a leader. The program will connect you with a community of your peers who are also on a path of continuous learning and growth and seeking to align their companies more closely with the conscious business philosophy.

The book “Conscious Capitalism”, authored by Raj Sisodia and John Mackey, highlights four pillars or tenets (1) Higher Purpose; (2) Stakeholder Integration; (3) Conscious Leadership; (4) Conscious and Caring Cultures. While each pillar will be the focus of two sessions, the underlying foundation of the program is your conscious business leadership journey. The journey begins with a comprehensive 360 leadership assessment and a personal health and well-being intake.

The program is interactive, practical and transformational. We measure success by your implementing the pillars of Conscious Capitalism, becoming truly purpose-driven, creating multifaceted value for all stakeholders, embodying conscious leadership in yourself and your team, and creating a caring, trusting, joyful and high-performance culture.

Program tools and competencies you will acquire:

- ▶ **Leadership Circle Profile (LCP 360)** a powerful tool to assess your strengths and opportunities for growth
- ▶ A process for uncovering your company’s higher purpose and creating a plan to bring it to life in your organization
- ▶ Methodologies to identify your stakeholders, understand their deepest needs and create more value for them both individually and collectively
- ▶ Innovative ways to assess and heal your culture
- ▶ Make clear agreements and draw healthy boundaries
- ▶ How to bridge during conflict
- ▶ How to effectively manage challenging personalities and influence more effectively

The program includes **private executive, well-being and strategic coaches** to help you apply these tools and elevate your personal and organizational well-being and development. The coaching program is designed and led by Neha Sangwan, MD.

PROGRAM DETAILS

IN-PERSON LAUNCH SESSION, BAY AREA, CA Friday, April 14, 2023, full day

We will set the foundation for our journey in an inspiring in-person gathering where we will share our hopes, dreams and concerns for the future.

- ▶ Overview of the program
- ▶ Introduction to Conscious Capitalism: history, context, principles, human case, business case
- ▶ Prepare for your personal conscious leadership journey
- ▶ Meet your executive coach
- ▶ Build meaningful relationships with colleagues and faculty
- ▶ Preview the journey ahead
- ▶ Learn how to navigate stress & anxiety during rapid change
- ▶ Assignment: 7-Day Energy Inventory

Guest: Bob Chapman, CEO, Barry-Wehmiller; co-author with Raj Sisodia, “Everybody Matters: The Extraordinary Power of Caring for Your People Like Family”.

In addition to the kick-off, virtual sessions and graduation described at right, the program includes:

- ▶ A **well-being assessment** followed by a one-hour personal consultation with Neha Sangwan, MD to set you on the path to optimal health and vitality.
- ▶ **Seven one-on-one executive coaching sessions** to debrief your LCP 360 profile and guide you on your personal leadership journey.

VIRTUAL SESSIONS

PILLAR 1: HIGHER PURPOSE

Session 1 Personal Purpose (Virtual):

Friday, April 28, 2023, 8 AM - 12:30 PM PT

Session 2 Organizational Purpose (Virtual):

Friday, May 12, 2023, 8 AM - 12:30 PM PT

The first step in the journey to Conscious Capitalism begins with clarity of purpose. What difference does your organization aspire to make in the world? In these experiential, practical sessions, you will learn the principles and practices of discovering, articulating and bringing your company’s purpose to life.

- ▶ The HEALING qualities of a compelling purpose
- ▶ Explore and discover your personal purpose
- ▶ Assess your organizational purpose
- ▶ Articulate your purpose
- ▶ Bring your purpose to life in your organization

Leadership work: Why are you a leader?
Discovering your personal purpose.

Guest: Haley Rushing, Chief Purposologist, The Purpose Institute.

Executive coaching between modules: Engaging your team in articulating your purpose. Further exploration and articulation of your personal and organizational purpose.

PILLAR 2: STAKEHOLDER INTEGRATION

Session 1 Personal Stakeholders (Virtual):

Friday, June 2, 2023, 8 AM - 12:30 PM PT

Session 2 Organizational Stakeholder (Virtual):

Friday, June 16, 2023, 8 AM - 12:30 PM PT

Businesses exist to create value for stakeholders. You will learn how to identify your stakeholders, understand their real needs and serve them in a way that creates deep loyalty and additional value. You will learn how to integrate stakeholder interests and embed a win-win stakeholder orientation throughout the organization.

- ▶ The SPICEE Stakeholder Model
- ▶ Stakeholder diagnostic
- ▶ How to view stakeholders as a system
- ▶ How to become stakeholder oriented
- ▶ How to identify your stakeholders and map their needs
- ▶ How to embed a stakeholder orientation

Leadership work: Serving and aligning the stakeholders in your personal life. Recognizing that YOU are your most important stakeholder.

Guest: Susan Sobott, former President, American Express

Executive coaching between modules: Implementing a stakeholder orientation.

PILLAR 3: CONSCIOUS LEADERSHIP

Session 1 (Virtual):

Friday, July 7, 2023, 8 AM - 12:30 PM PT

Session 2 (Virtual):

Friday, July 21, 2023, 8 AM - 12:30 PM PT

Now more than ever, companies need leaders who are inclusive and team-oriented. Effective leaders understand the importance of self awareness in leadership and use it to inspire positive transformation - bringing out the best in those around them.

Conscious leadership is fully human leadership which integrates the masculine and feminine, wisdom and playfulness, and heart and mind.

- ▶ Introduction to conscious leadership
- ▶ Becoming a SELFLESS leader
- ▶ Becoming more conscious
- ▶ Integrating polarities
- ▶ Cultivating a growth mindset
- ▶ Growing your personal power
- ▶ Developing conscious leaders throughout the organization: The Leadership Checklist

Guest: Ramon Mendiola, CEO, FIFCO (TBC)

Executive coaching between modules: Cultivating essential skills for conscious leadership.

PILLAR 4: CONSCIOUS AND CARING CULTURE

Session 1 (Virtual):

Friday, August 4, 2023, 8 AM - 12:30 PM PT

Session 2 (Virtual):

Friday, August 25, 2023, 8 AM - 12:30 PM PT

You will learn how to create extraordinary employee engagement and passion by cultivating a conscious, caring culture.

- ▶ Attributes of a conscious culture: TACTILE
- ▶ Why culture matters
- ▶ Culture diagnostic
- ▶ Building a conscious culture
- ▶ Becoming a Healing Organization

Guest: Tom Gardner, CEO, The Motley Fool (TBC)

Executive coaching between modules: Evolving your company's culture.

IN-PERSON CLOSING SESSION & GRADUATION CELEBRATION, BAY AREA, CA

Thursday, September 7, 2023, full day

Building a clear path forward for each leader as a member of our supportive community immediately followed by a celebratory graduation ceremony.

If you're interested in joining us and leading the way to conscious leadership for the future success of your company, your employees, and your communities, please contact:

HITESH SHAH
hvshah@bdo.com
408-859-4145

About Raj Sisodia

Raj Sisodia is Distinguished University Professor of Conscious Enterprise and Chairman, Conscious Enterprise Center at Tecnológico de Monterrey and Co-Founder and Co-Chairman of Conscious Capitalism, Inc. He has a Ph.D. in Business from Columbia University.



Raj is co-author of the *New York Times* and *Wall Street Journal* bestseller “Conscious Capitalism: Liberating the Heroic Spirit of Business” (2013) and *Wall Street Journal* bestseller “Everybody Matters” (2015).

He was named one of “Ten Outstanding Trailblazers of 2010” by Good Business International, and one of the “Top 100 Thought Leaders in Trustworthy Business Behavior” by Trust Across America for 2010 and 2011. Raj received an honorary doctorate from Johnson & Wales University in 2016.

Raj has published fifteen books and over 100 academic articles. His book “Firms of Endearment: How World Class Companies Profit from Passion and Purpose” was named a top business book of 2007 by Amazon.com. His most recent co-authored book is “The Healing Organization: Awakening the Conscience of Business to Help Save the World”.

He has consulted with numerous companies, including AT&T, Nokia, LG, DPDHL, POSCO, Kraft Foods, Whole Foods Market, Tata, Siemens, Sprint, Volvo, IBM, Walmart, Rabobank, McDonalds and Southern California Edison. He is on the Board of Directors at The Container Store and a trustee of Conscious Capitalism, Inc.

To learn more, visit www.rajsisodia.com

About Neha Sangwan, M.D.

Neha is CEO of Intuitive Intelligence and is an internal medicine physician, international speaker and corporate communication expert who empowers executives by teaching them practical tools to strengthen their relationships, decrease their stress, improve their health and become more effective and conscious leaders.



Neha was a hospital physician for a decade before founding Intuitive Intelligence, her private practice and corporate consulting firm, where she integrates the science of medicine with the art of communication to empower her clients. She is the author of *TalkRx: Five Steps to Honest Conversations that Create Connection, Health and Happiness*.

Neha consults, speaks and is an executive coach for organizations such as American Express, Apple, Google and Kaiser Permanente, and has shared her insights on the stages of TEDx Berkeley, TEDx San Luis Obispo and TEDx Babson College.

To learn more, visit www.doctorneha.com

About BDO USA, LLP

At BDO, our purpose is helping people thrive, every day. Together, we are focused on delivering exceptional and sustainable outcomes – for our people, our clients and our communities. Across the U.S., and in over 160 countries through our global organization, BDO professionals provide assurance, tax and advisory services for a diverse range of clients.

BDO is the brand name for the BDO network and for each of the BDO Member Firms. BDO USA, LLP, a Delaware limited liability partnership, is the U.S. member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms.

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