



# Conceptualizing Conscious Capitalism<sup>®</sup>

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Organized and hosted by



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“To be conscious means to be awake, mindful. To live consciously means to be open to perceiving the world around and within us, to understand our circumstances, and to decide how to respond to them in ways that honor our needs, values, and goals.... A conscious business fosters peace and happiness in the individual, respect and solidarity in the community, and mission accomplishment in the organization. ”

— FRED KOFMAN, *CONSCIOUS BUSINESS*

## CONCEPTUALIZING CONSCIOUS CAPITALISM®

Building on the resounding success of the first practitioner-centric conference called Catalyzing Conscious Capitalism® in Austin in November 2008, this gathering of thought leaders is intended to lay the intellectual and conceptual foundations of the field, and to identify key research questions. It will feature two days of presentations by leading thinkers on the fundamentals of business definition, purpose and stakeholder orientation.

The term conscious capitalism reflects the fact that more people today are at higher levels of consciousness about themselves and the world around them than ever before. This is due in part to natural evolution, but also to the rapid aging of society, which has resulted in a higher proportion of people in mid-life and beyond, when consciousness is raised and higher-level needs predominate. The advent of the World Wide Web has accelerated this trend, simultaneously connecting hundreds of millions of people and placing great demands for transparency on companies.

**Our definition of conscious capitalism has three key elements:**

- **Companies have a purpose that transcends profit maximization**
- **Companies are managed for the benefit of all stakeholders in their ecosystem, not just shareholders**
- **Companies are led by spiritually evolved, self-effacing servant leaders**

Companies that practice conscious capitalism embody the idea that profit and prosperity go hand in hand with social justice and environmental stewardship. They operate with a systems view, recognizing and benefiting from the connectedness and interdependence of all stakeholders. They tap into deeper sources of positive energy and create greater value for all stakeholders. They utilize creative business models that are both transformational and inspirational, and can help solve the world's many social and environmental problems.

Many progressive CEOs consider business schools to be “part of the problem,” in that they continue to inculcate a mindset in future business leaders that is highly adversarial in nature, puts profits ahead of any other nobler purpose, and treats shareholder interests as paramount and all other stakeholders as merely means to that end. Whether this is true or not, we strongly believe that business academics must be part of the solution. They must lead the way in conducting research on how best to align private business interests with larger societal concerns. They must educate students about how they can create and run businesses that operate on a higher plane of consciousness, which can see the essential interconnectedness across stakeholders, and which exist in order to serve a higher purpose that energizes, elevates and aligns all stakeholders.

Join us at the beginning of this exciting journey, as we set out to show how business can indeed be a noble pursuit, how it can exist comfortably and profitably on the right side of society, how it can embody qualities such as caring and love without being decimated by ruthless and single-minded competitors, and how it can spread healing and joy all around without exploitation of any kind.

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## CONFIRMED SPEAKERS

John Mackey, CEO, Whole Foods  
Roy Spence, CEO, GSD&M IdeaCity  
Peter Senge, MIT  
Glen Urban, MIT  
Jag Sheth, Emory University  
Jane Nelson, Kennedy School, Harvard University  
Jeffrey Sonnenfeld, Yale  
Kash Rangan, Harvard Business School  
Joshua Margolis, Harvard Business School  
Debashis Chatterjee, Indian Institute of Management  
Jim Post, Boston University  
Craig Smith, INSEAD  
Julie Nelson, University of Massachusetts  
Mary Jo Hatch, University of Virginia  
Kathleen Seiders, Boston College  
Prasad Kaipa, Indian School of Business  
Judi Neal, University of Arkansas  
Allen White, Tellus Institute  
Mark Albion, Babson College  
Mary Sully de Luque, Thunderbird  
Nancy Koehn, Harvard Business School  
Phil Mirvis, Boston College  
Sandra Waddock, Boston College  
Nirmal Sethia, Cal State University  
S. Prakash Sethi, Baruch College, CUNY  
C.B. Bhattacharya, Boston University  
Timothy Henry, Arete Management LLC

## SAMPLE THEMES

1. The Need for a New Approach to Business
2. Business and Higher Purpose
3. Stakeholder Management and Alignment
4. Feminization of the Culture
5. Work as Calling
6. Conscious Marketing
7. Measures That Matter
8. Contemplative Practices in Management
9. Reforming Business Education

## REGISTRATION FEE

PhD and graduate students: \$125  
Members of partner organization (e.g., FLOW, SOL, BCCJ): \$320  
All others: \$395

## HOTEL

Hyatt Summerfield Suites, 54 Fourth Avenue, Waltham, MA 02451  
Conference rate: \$99/night; tel: 781.290.0026  
Please register before April 30 to receive the special rate.

## INFORMATION

For more details and to register, go to  
[www.bentley.edu/conscious-capitalism](http://www.bentley.edu/conscious-capitalism).