



# Conscious Business Center

## Transforming Consciousness. Business. Life

Conscious Business provides strategies and programs for conscious business transformation that goes beyond sustainability to awaken a company to greatness.

We believe that just as an individual can have an awakening and transform into a conscious person, aware of awareness of the impact of every thought and action, so too can a business become conscious. We have designed a model that accesses the core of business consciousness creating an overarching umbrella for CSR, Green, Sustainable human potential tactical implementation.

The integral Conscious Business model begins with a Conscious Business assessment, and provides a roadmap for transformation including resources for coaching, training, implementation and certification. This approach enables companies to build solid profit, environmental quality and human welfare one conscious step at a time.

- People
  - Increased attraction and retention of A+ level talent
  - Consistently high employee engagement and productivity
  - Improved efficiency and greater innovation
  - Healthier and safer communities
  - Access to new customers who resonate with higher consciousness
- Planet
  - Environmental supply chain
  - Sustainable environment for future generations
  - Ethical sourcing
- Profit
  - Increased bottom line
  - Lower costs
  - Larger market share
  - Sustainable lucrative markets
  - Enhanced brand and reputation
  - Higher shareholder value

We invite you to meet with us to discuss our model and explore the possibility of working together to create an awakening on a corporate-wide level. We believe that your company has the opportunity to become an industry leader as an openly conscious company. We offer the opportunity to embrace the mantle of leadership and demonstrate that co-creation, transparency and mindfully considering people, planet and profit is the new business paradigm of this age.

### **CBC Puts Consciousness and Profitability at the Core of Business**