



**CONSCIOUS
CAPITALISM[®]**
ARIZONA CHAPTER

Running a Company on Love

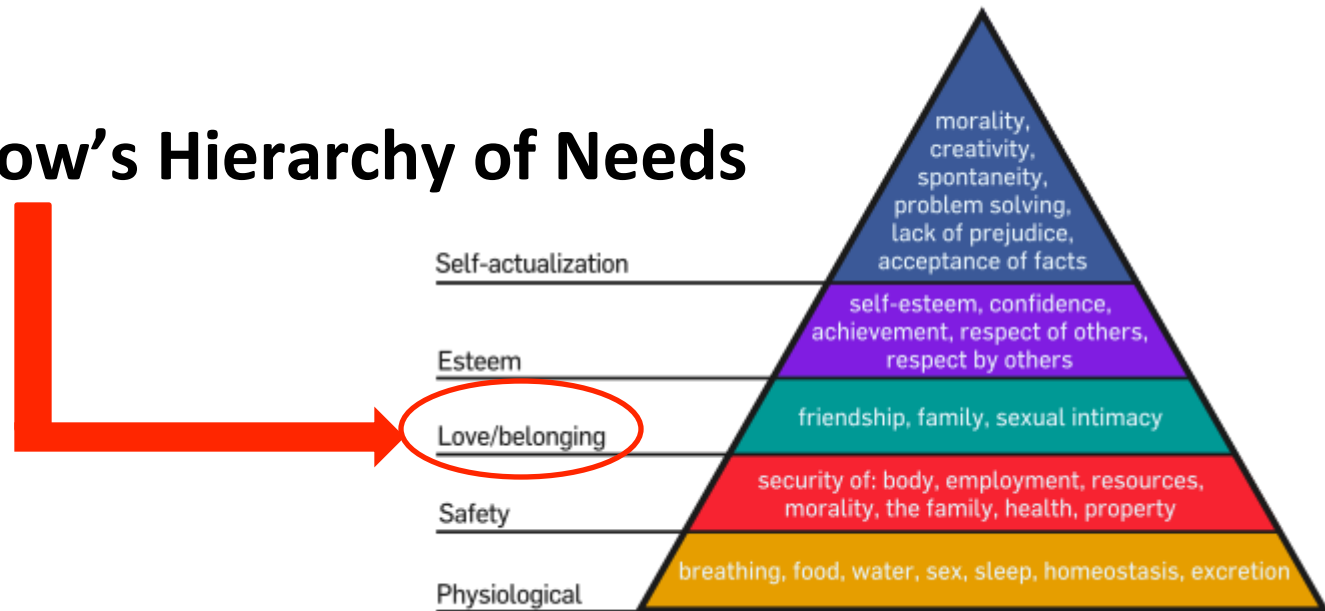
Kyle McIntosh

MY CASE

Underlying Assumptions

- Exhibit A: Human beings have an innate need to be connected to one another, which has been the case across generations & geographies and we will find ways to express love as a cultural norm in societies.

Maslow's Hierarchy of Needs



Underlying Assumptions

- Exhibit B: Love leads to a Chemical Release in the human brain, which can be authentically re-created
- <http://vimeo.com/44537526#at=0>
- **Srinivasan Pillay CEO of Neurobusiness Group & Educator at Harvard med school**
- beginning to 1:24 & 20:04 – 22:15

Underlying Assumptions

- Love is Chemical Reactions in the brain of various kinds
- I can “love” my family. I can “love” my job. I can “love” my car. I can “love” a company.
- I, I, I, I are all expressions of self, even though directed outwardly.
- You must love yourself before you are able to externalize love outwardly and truly understand the relationship between you and that which you love.
- If you love what you do...What you do will become an expression of what you love.

Chronological Timeline of Events

- Exhibit D:
- Industrial Revolution 1780-1840
- Industrialization and Globalization and the Gold Standard accepted across Countries & Continents
- Democracy and Capitalism continue to open up more markets for free trade and growth between communities.
- We began to recognize our true potential of connectivity across cultures.
- Technological Revolution
- The Internet Mid 1980s
- The Issue: Information Revolution
 - Total Transparency
 - Gap in the human ability to understand and keep up with advancement in technology at a human level

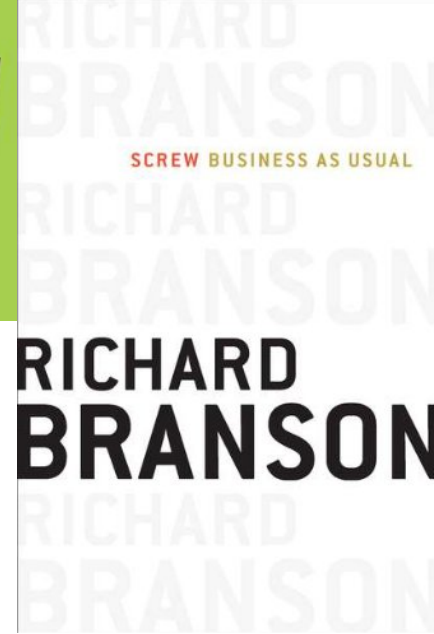
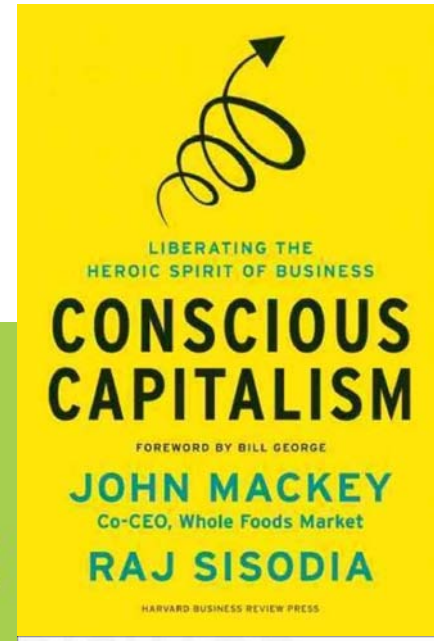
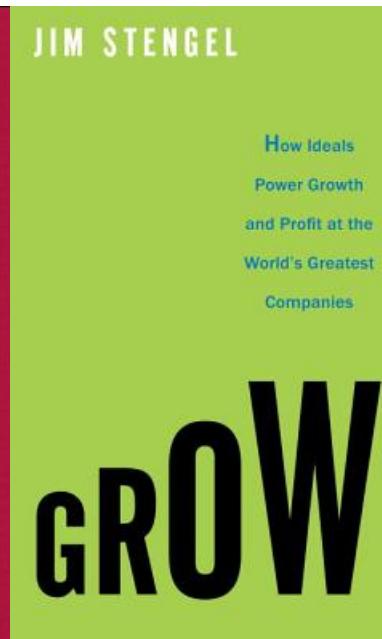
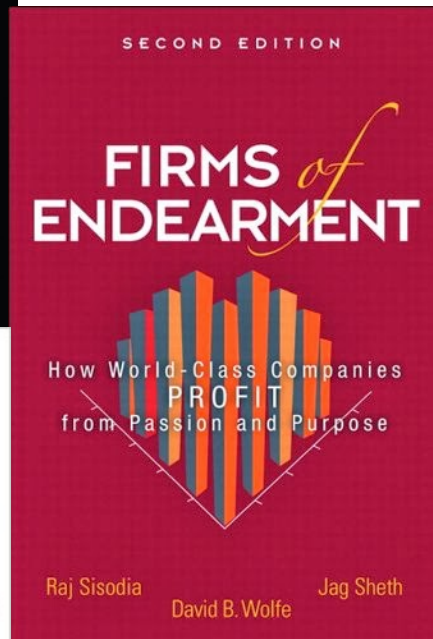
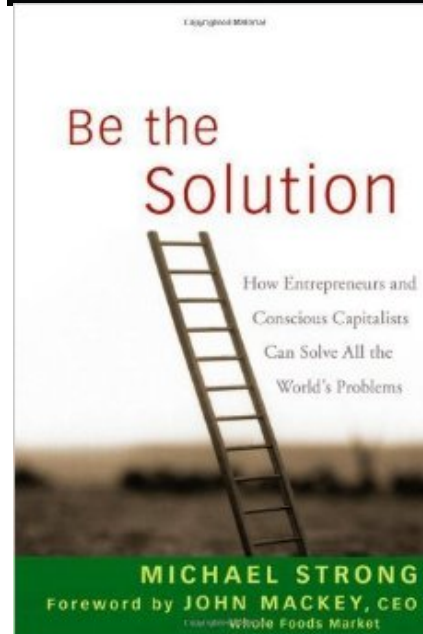
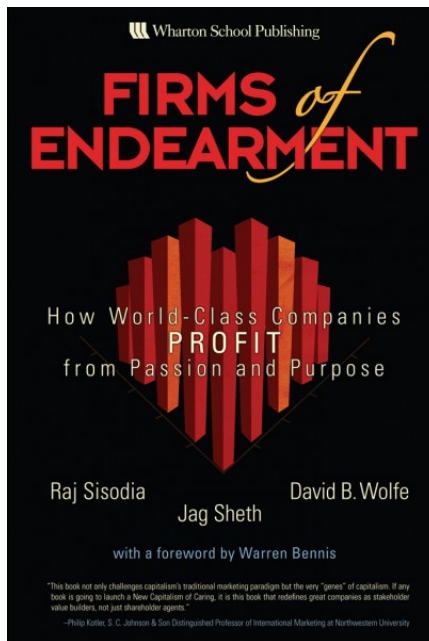
Humanization Revolution

- Outcome 1: Companies can no longer hide negative externalities
- Outcome 2: Huge opportunity in creating companies around humanizing technologies and 2.0 versions of real connectivity platforms. I.E. Facebook vs. Meetup
- <https://www.youtube.com/watch?v=4VdO7LuoBzM>
- 9:38 – 16:32 (Simon Sinek)

AHA!

- An increasing amount of companies are learning to monetize and make a competitive advantage out of leading with love and truly connecting with their stakeholders and giving them opportunity to connect with one another externally.
- This does not mean giving everything away. The more of a competitive advantage you get, the more of a reach you can achieve
- Companies that are particularly good at this are great at expressing their love through their actions AND verbiage.

Examples?



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Chapter 1: Building a Business on Love & Care

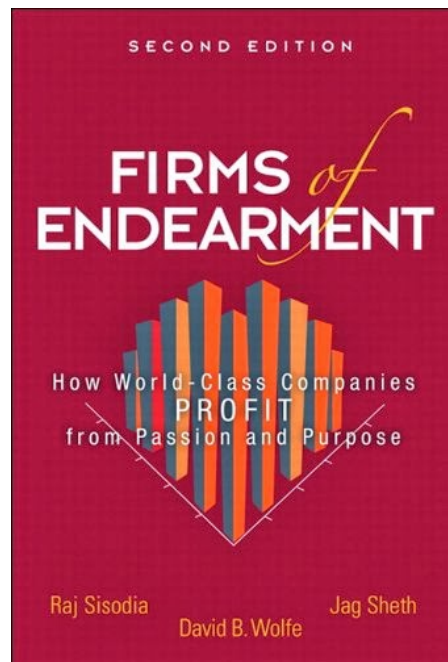


Table 1.3 Financial performance

Cumulative Performance	15 Years	10 Years	5 Years	3 Years
US FoEs	1681.11%	409.66%	151.34%	83.37%
International FoEs	1180.17%	512.04%	153.83%	47.00%
Good to Great Companies	262.91%	175.80%	158.45%	221.81%
S&P 500	117.64%	107.03%	60.87%	57.00%

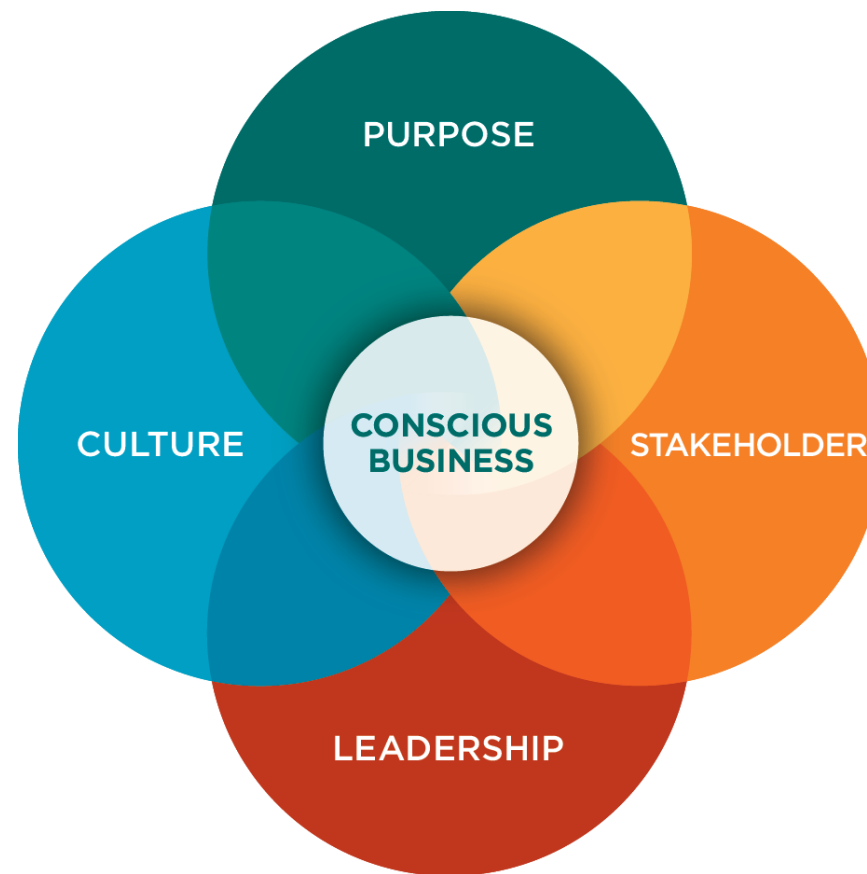
Table 1.2 The FoE companies

US Public Companies	US Private Companies	Non-US Companies
3M	Barry-Wehmiller	BMW (Germany)
Adobe Systems	Bon Appetit Management Co.*	Cipla (India)
Amazon.com	Clif Bar	fabIndia (India - private)
Autodesk	Driscoll's	FEMSA (Mexico)
Boston Beer Company	GSD&M Idea City	Gemalto (France)
CarMax	Honest Tea*	Honda (Japan)
Chipotle	IDEO	IKEA (Sweden - private)
Chubb	Interstate Batteries	Inditex (Spain)
Cognizant	Jordan's Furniture*	Mahindra & Mahindra (India)
Colgate-Palmolive	L.L. Bean	Marico (India)
Costco	Method	Novo Nordisk (Denmark)
FedEx	Millennium Oncology*	POSCO (South Korea)
Google	New Balance	TCS (India)
Harley-Davidson	Patagonia	Toyota (Japan)
IBM	Prana	Unilever (UK)
J.M. Smucker	REI	
Marriott International	SAS Institute	
MasterCard Worldwide	SC Johnson	
Nordstrom	Stonyfield Yogurt*	
Panera	TDIndustries	
Qualcomm	The Container Store	
Schlumberger	The Motley Fool	
Southwest Airlines	Timberland*	
Starbucks	TOMS	
T. Rowe Price	Trader Joe's*	
United Parcel Service	Union Square Hospitality Group	
Walt Disney	USAA	
Whole Foods Market	Wegmans	
	WL Gore	

* These companies are stand-alone subsidiaries of other companies, and operate essentially as private companies.

Conscious Capitalism / Conscious Consumerism

- Each of these four tenets is a give and take relationship
- How do you Express love to Those who seek It out?




Case Closed & Desired Outcomes

- 1) Use the word love more often in a meaningful way
- 2) Lead your business with love. Create actions around this and articulate this to your stakeholders: WORKSHEET

LOVE STATEMENTS EXTERNAL EXPRESSIONS OF LOVE


WHY?

ACTION




WHY?

WHY?




ACTION




ACTION

WHY?



ACTION

WHY?



LOVE STATEMENTS EXTERNAL EXPRESSIONS OF LOVE

WHY?

Elimination of extreme poverty

Building better communities

ACTION

Advocating Capitalism

As a Force For Good

WHY?

Unencumbered opportunity & free

Markets leads to more opportunity &

Greater possibility for all, including us!

WHY?

PURPOSE

WHY?

We love our employees and want them

To lead fulfilling lives and come and go

From work committed with their full

Hearts and minds.

ACTION

WHY?

CULTURE

STAKEHOLDER

WHY?

CONSCIOUS BUSINESS

ACTION

We incentivize our

Employees fairly or above

Market rate.

WHY?

We retain our employees, leading to

Lower turnover and decreased

Expenses in the bottom line.

WHY?

LEADERSHIP

WHY?

WHY?

ACTION

WHY?
