

## **Conscious Business How To Build Value Through Values Fred Kofman**

Advisor of Leadership at Google and former vice president of leadership at LinkedIn claims that the biggest driver of motivation is the chance to serve a larger purpose beyond our careers and ourselves, rather than salary, benefits, bonuses, or other material incentives; companies that are able to successfully focus their people, their teams, and their culture around meaning outperform their competition. Fred Kofman's approach to leadership has little to do with the standard practices taught in business school and traditional books. Bringing together economics and business theory, communications and conflict resolution, family counseling and mindfulness mediation, Kofman argues in *The Meaning Revolution* that our most deep-seated, unspoken, and universal anxiety stems from our fear that our life is being wasted--that the end of life will overtake us when our song is still unsung. Material incentives--salary and benefits--account for perhaps 15 percent of employees' motivation at work. The other 85 percent is driven by a need to belong, a feeling that what we do day in and day out makes a difference, that how we spend our time on earth serves a larger purpose beyond just ourselves. Kofman claims that transcendental leaders, wherever they are in the hierarchy, are able to put aside their self-interests and help others to feel connected with others on a team or in an organization on a great mission and part of an ennobling

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purpose. He argues that every organization involved in work that is nonviolent and non-addictive has what he calls an "immortality project" at its core. And the challenge for leaders is to identify and expand on that core, to inspire all stakeholders to take part. This book presents conscious business as a constantly expanding and powerful approach to reinvent and shape organizations in a human and beneficial manner. In particular it examines the core characteristics, main drivers and challenges of conscious businesses in Germany. The book offers a structured overview of the current situation of the concept and outlines important issues that need to be considered in order to make independent decisions. Four case studies of successful conscious companies – differing in terms of their size, industry, legal form and international orientation – reveal concrete best practices and provide evidence for the approach's ability to deliver business paradigms that are simultaneously purposeful and profitable. "Crammed with practical ideas, inspirational images & creative exercises, Conscious Creativity leads the reader through the process of establishing what kind of creative you are..." - Mslexia "The purpose of this book is to enable you to look at things in an alternative and more substantial way, so that you arrive at composition through genuine interest." - Juno magazine "Philippa Stanton is passionate about people connecting to their innate creativity and has distilled these incredible techniques and ideas on how we can tap into that. Philippa is a massively successful Instagrammer at @5ftinf and yet she is only too aware how these little two dimensional squares can limit our experiences

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and restrict our creativity, so it's not without a little irony that she's written a book to encourage people to step away from their screens and connect more with the 3D world. It's a fascinating subject and I wholeheartedly recommend the book for anyone who's working in the creative industry or is curious about the world around them." - Sophie Robinson (DIY SOS, the Great British Interior Design Challenge, This Morning) How often do you notice the texture of a painted wall or the scent of a friend's house and, importantly, how they make you feel? Connect your observations and your emotions and transform your creative practice with this essential toolbox packed full of exercises, tips, stunning images and personal experiences from dynamic artist Philippa Stanton. There is creativity in all of us, but it can easily be buried beneath our everyday concerns, or need a spark to bring it back to life. Whether you've lost your mojo or just need some fresh ideas, artist and photographer Philippa Stanton's lively guide will stimulate your imagination and reinvigorate your creative life. Conscious Creativity will help you fully appreciate what is around you, opening all your senses to the beauty you may not notice every day, and showing you how to capture it. Simple, engaging exercises that encourage observation and experimentation will give you an insight into your own aesthetics as you take a conscious step to note the colours, shapes, shadows, sounds and textures that fill your world and how they make you feel. Bursting with practical ideas and inspirational images, Conscious Creativity shows you how to unlock your potential, learn to use your natural curiosity and take a leap into the most

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creative time of your life.

The image of modern corporations has been shaped by a focus on profits over people and the environment, but this approach to capitalism is no longer viable. We are at an inflection point where business must take the lead in healing the crises of our time. The Healing Organization shows how corporations can become healing forces. Conscious Capitalism pioneer Raj Sisodia and organizational innovation expert Michael J. Gelb were inspired to write The Healing Organization because of the epidemic of unnecessary suffering connected with business, including the destruction of the environment; increasing numbers living paycheck-to-paycheck and barely surviving (despite working full-time or even multiple jobs); rising rates of depression and stress leading to chronic health problems; and because the enmity and dividedness between those who champion unfettered capitalism and those who advocate socialism is exacerbating rather than solving our problems. Based on extensive in-depth interviews and inspiring case studies, the authors show how companies such as Shake Shack, Hyatt, KIND Healthy Snacks, Eileen Fisher, H-E-B, FIFCO, Jaipur Rugs and DTE Energy are healing their employees, customers, communities and other stakeholders. They represent a diverse sampling of industries and geographies, but they all have significant elements in common, besides being profitable enterprises: Their employees love coming to work. They have passionately loyal customers. They make a significant positive difference to the communities they serve. They preserve and restore the

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ecosystems in which they operate. In a world that urgently needs healing on many levels, this is a movement whose time has come,. This book shows how it can be done, how it is being done, and how you can begin to do it too.

Why not make money and make a difference, too? A revolutionary blueprint for growing wealth, finding fulfillment, and changing the world by living your values. In the emerging era of Conscious Money, we achieve prosperity by tapping into the power of values, consciousness, and sound economic principles. By applying the wisdom of Conscious Money to your personal finances, you can build a foundation for sustainable wealth and true fulfillment. No longer will you need to choose between your core values and your paycheck. Instead you'll expand on-the-job creativity, grow income through conscious practices, and change the world as you:

- identify your unique personal values;
- break down barriers to financial success;
- partner with companies that reflect your values;
- express your values through conscious shopping;
- tap into higher consciousness at the office;
- harness your intuition to clarify financial choices; and
- invest in enterprises that honor the planet.

Conscious Branding is a step-by-step process that enables entrepreneurs to consciously build a differentiating brand using the Brand Map, a simple visual diagram of how brands function throughout an organization. The Brand Map helps managers and staff visualize their brand and demonstrates how they can make their brand real through everything they do. Conscious Branding describes a simple, easy to

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understand and tested in real life system.

There is no doubt that the change is past due. We talk about four different industrial revolution, but the true revolution that few have been talking about is to bring business back to its essence. The different revolutions are just tools to add to the business toolbox. Since the beginning of this century a multitude of movements rethinking capitalism have emerged. From John Mackey's Conscious Capitalism, to Michel Porter Shared Value, Sir Richard Branson B Team to Bill Gates Inclusive Capitalism. Another 20 movements are out there. The last crisis has brought us all, as individuals and organization, to think about our personal purpose and the business role in society. What is really important and what is not? What is the essence of business? Are we solving problems or are we actually causing them through our organizations? This could be the tipping point. Some companies will perish through this crisis, some will come through crippled, and other will strengthen their position and role. Where does your organization stand? We are here to invite you to join the real business revolution: the consciousness revolution.

**MOTIVATED BY THE IMPOSSIBLE: RECOGNIZING YOUR INVISIBLE MENTORS** offers a fresh perspective on how to overcome each difficult circumstance that life presents. **LEARN HOW TO... IDENTIFY** the faces of your invisible mentors **EMBRACE** the process of their mentorship **RISE** above every impossibility you encounter Created as an interactive guide, the book intertwines biblical and psychological principles with

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the author's personal stories offering relevant, practical, and life-changing tools. The poetical writing and analogies used in the book, turn complex themes into easily understood principles, drawing you on a journey to discover how to live a life of wholeness, authenticity, resilience, and joy.

With employee engagement between 26-30 percent leaders are looking for ways to engage untapped employee potential and maximize their capital investment in HR. A new business paradigm is emerging in the twenty-first century where an organization's culture is the most important and valuable asset a company has to attract, engage, and retain top talent. The most successful corporations in the world are values-driven and consciously invest in building their workplace culture so that it aligns with the personal values of their people. Values are a source of life-force energy that come from within. They inspire and motivate us and embody our heart and soul. Study of contextual cardiology has demonstrated the existence and power of the heart's energy. We experience this in the form of emotional intelligence and intuition. The more leaders practice connecting with their emotional intelligence (emotions such as love, compassion, loyalty, and trust), the more effective they will be at leading themselves and others. This is because employees are looking for leaders they can trust and who care for others, want to make a difference, and contribute to society. A facilitative leadership style is the key to transforming an organization and creating a culture of engagement. It moves people from being focused on "me" (self-interest) to "we" (common good). Facilitative leaders unify the organization, connect hearts and minds, empower employees to bring their best selves to work, and create a WOW culture where employees love what they do. The book contains

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unique tools for inner and outer transformation, along with case studies and worksheets to support leaders' journeys of culture change to measure, map, and manage cultural transformation. What you measure you can manage. Organizational transformation begins with the personal transformation of the leaders because organizations don't change; it's the people in them who do. Leaders learn how to "walk the talk" and be the change they want to see. From grassroots to game plan, this book is the intersection of meaningful work, strong culture, and you. Our template called the THRIVE Model helps level-up your culture game (at work and home): helping today's leaders succeed in tomorrow's world. Unlike others books about workplace culture, MB builds on a heart-rooted foundation and utilizes an actionable model in order to grow. Taking culture action will change your world - for the better. Everyone wins when culture is strong. Conscious Culture helps leaders understand the importance of their most important asset - their people. MB shares why we need to be more intentionally focused on culture, shows you how to create a plan for improvement, points you toward resources to design an intentional culture strategy of your own, and most importantly, helps you bring it to life! This book is a call to action for leaders who believe in the collective commitment of strong culture and who want to leave a legacy: one good person, one game plan, one great work culture at a time. Join us - knowing that together we THRIVETM. With more than 20 years of business experience, human resource expertise and Culture Coach certification, MB helps organizations THRIVE. She is the CEO and founder of MB Consulting Solutions and creator of the THRIVETM Model, Cards for Culture(c) and the THRIVETM Culture Coach program. MB lives outside of Cincinnati, OH, with her husband and three children. Who needs this book? Any team lacking alignment on culture and does not have a tool to lead that discussion. A new

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CEO who wants to ensure that the culture is consistent across my leadership team. A leader who is building a Vision/Mission and does not have a tool to ensure the culture component. An organization where ROI is clear - but you need a culture strategy with definitions, actions to implement, and ongoing great discussion among leaders. Leaders who want to share points of view, handle conflicting ideas and build alignment. Those who believe that culture matters and need new ideas to drive culture forward!

The bestselling book, now with a new preface by the authors At once a bold defense and reimagining of capitalism and a blueprint for a new system for doing business, *Conscious Capitalism* is for anyone hoping to build a more cooperative, humane, and positive future. Whole Foods Market cofounder John Mackey and professor and *Conscious Capitalism, Inc.* cofounder Raj Sisodia argue that both business and capitalism are inherently good, and they use some of today's best-known and most successful companies to illustrate their point. From Southwest Airlines, UPS, and Tata to Costco, Panera, Google, the Container Store, and Amazon, today's organizations are creating value for all stakeholders—including customers, employees, suppliers, investors, society, and the environment. Read this book and you'll better understand how four specific tenets—higher purpose, stakeholder integration, conscious leadership, and conscious culture and management—can help build strong businesses, move capitalism closer to its highest potential, and foster a more positive environment for all of us. Presents techniques for organizational success that involve embracing such qualities as integrity, authenticity, accountability, and honesty.

Personal and professional success in today's crowded, competitive economy is dependent on your discovery of the answer to the following questions: "What is my best purpose to achieve

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conscious success?” “How can I demonstrate high awareness for conscious success?” “How can I positively differentiate myself from others?” In his book, *The Nine Dimensions of Conscious Success*, David Nielson addresses the dilemma of how to define your purpose in life to achieve conscious success. Drawing upon his unique life experiences as a management consultant, executive coach and as an organizational developer at Coors Brewing Company, Nielson outlines a practical process model for you to achieve individual success. He uses real-life stories, humor, and a humble approach that has connected with audiences of all ages worldwide in his consulting practice and in the pages of this breakthrough book. Nielson builds the foundation of his “Conscious Success Model” on three pillars: Purpose, Self-awareness, and Social Awareness. When combined and mastered, these essential starting blocks will bring you fulfillment on their own, but they can also be used to create your unique brand, style, and strong reputation. They also support the structure of six key “Differentiators” identified to create Nielson’s nine-dimensional model for achieving success. The six key differentiators include: Authenticity Work Ethic and Personal Responsibility Listening for Results and Connections Articulation for Impact Humor Gratitude Each differentiator is a powerful tool (when mastered) to strengthen your brand, your reputation, and to open doors to opportunities that allow you to fulfill your purpose...as consciously planned! *Nine Dimensions of Conscious Success* is a must read for young executives, career professionals, entrepreneurs, or anyone committed to a personal and professional development journey. A critical starting point on that journey is utilizing the interactive *Conscious Success Assessment*® - an added bonus for readers. This assessment allows you to increase your self-awareness before creating your own *Conscious Success Action Plan*. If you are tired of the trial and error approach to your life,

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read this book and find yourself on the path to conscious success today! For additional information on the Conscious Success model, additional assessments, speaking engagements, or Conscious Success group training programs, visit [DNAworldwide.net](http://DNAworldwide.net)

B Corps are a global movement of more than 2,700 companies in 60 countries—like Patagonia, Ben & Jerry's, Kickstarter, Danone North America, and Eileen Fisher—that are using the power of business as a force for good. B Corps have been certified to have met rigorous standards of social and environmental performance, accountability, and transparency. This book is the authoritative guide to the what, why, and how of B Corp certification. Coauthors Ryan Honeyman and Dr. Tiffany Jana spoke with the leaders of over 200 B Corps from around the world to get their insights on becoming a Certified B Corp, improving their social and environmental performance, and building a more inclusive economy. The second edition has been completely revised and updated to include a much stronger focus on diversity, equity, and inclusion (DEI). These changes are important because DEI can no longer be a side conversation—it must be a core value for any company that aspires to make money and make a difference. While this book is framed around the B Corp movement, any company, regardless of size, industry, or location, can use the tools contained here to learn how to build a better business. As the authors vividly demonstrate, using business as a force for good can help you attract and retain the best talent, distinguish your company in a crowded market, and increase trust in your brand.

Look around your office. Turn on the TV. Incompetent leadership is everywhere, and there's no denying that most of these leaders are men. In this timely and provocative book, Tomas Chamorro-Premuzic asks two powerful questions: Why is it so easy for incompetent men to

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become leaders? And why is it so hard for competent people--especially competent women--to advance? Marshaling decades of rigorous research, Chamorro-Premuzic points out that although men make up a majority of leaders, they underperform when compared with female leaders. In fact, most organizations equate leadership potential with a handful of destructive personality traits, like overconfidence and narcissism. In other words, these traits may help someone get selected for a leadership role, but they backfire once the person has the job. When competent women--and men who don't fit the stereotype--are unfairly overlooked, we all suffer the consequences. The result is a deeply flawed system that rewards arrogance rather than humility, and loudness rather than wisdom. There is a better way. With clarity and verve, Chamorro-Premuzic shows us what it really takes to lead and how new systems and processes can help us put the right people in charge.

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. \*As you read this summary, you will realize that within a company, "success beyond success" is not only about making economic profits but also about creating human and societal value. \*You will also learn : that a conscious company takes into consideration the physical, mental and spiritual dimensions of its employees; how to produce the best possible results while respecting your values; how self-mastery helps to develop a conscious human community; that in order to achieve excellence, one must also progress on a human level. \*In this book, Fred Kofman - PhD in economics and consultant in leadership development - provides keys to reading the business world and levers for concrete action. He shows us how it is essential for a company to create human and social value in the short, medium and long term. Whether you are an employee or a manager, the best way to play your

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role as an economic agent effectively is through self-awareness and awareness of your surroundings. Awareness of our role in the company is the sine qua non of good personal leadership: we must know how to manage ourselves before we know how to manage others.

\*Buy now the summary of this book for the modest price of a cup of coffee!

Become the effective, proactive leader you aspire to be with this practical tool kit for leading people and organizations Yes, you can learn the skills to effectively lead people, organizations, and employees. With the right motivation and knowledge, you can be a leader who knows what it takes to succeed. Throughout his extensive experience in training leaders, author Alain Hunkins discovered that many leaders shared a common trait. They were mainly focused on what they were doing but not so focused on how they were doing it, especially when it came to working with other people. By strengthening their leadership capabilities, they could become trusted leaders within their organization, improve employee communications, and build bridges across hierarchies. Cracking the Leadership Code shares the valuable principles and practices that Hunkins developed and refined during the 20+ years he's worked with leaders. When you crack the code, you'll have a new operating model for organizational leadership that will help your teams thrive in a 21st century economy. Discover the brain science behind leading people Get inspired by real life leadership stories Use a practical leadership tool kit to become a better leader Learn how to communicate, influence, and persuade others, more effectively than ever before With this book as a resource, you'll have a new perspective, a new framework, and new tools at your disposal, readily available to guide your leadership. You'll learn to establish proactive, leader-follower relationships. To do this, you'll use the interconnected elements of Connection, Communication, and Collaboration. When you learn from the author's insightful

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experiences working with organizations around the world, you can accelerate your leadership development and become the leader you've always aspired to be.

Research in cognitive science over the last 30 years shows much of what we know about culture in the business world is based on myth, wishful thinking, outdated science, or is just plain wrong. This is why culture-shaping and change programs in organizations often amount to little more than sloganeering with minimal impact on the lived experience of employees. This book bridges the gap between the latest research on cognitive science and culture, providing a valuable guide for change leaders, CEOs, and practitioners on how to sustainably work with and change this important resource. It answers many of the major questions that have plagued culture work, such as: Why so many CEOs and management consultants preach culture change when so few culture interventions actually succeed Why CEOs persist in believing "culture starts at the top" when virtually no research in anthropology supports that claim Why most culture shaping approaches have no answer for how to affect culture in global companies Why culture doesn't cause us to do anything, yet we persist in believing that somehow it does Why so many culture-shaping projects focus on corporate values despite the fact modern science shows why changing personal values is exceedingly difficult What we are learning about culture from the last 30 years of cognitive science gives us the foundation for far more impactful and sustainable interventions than have been possible to date. This book explains why, showing how everyday business practices well beyond HR are key to culture change. Why? Because the brain's synaptic plasticity can only be altered through new sustained and widespread organizational habits and routines. This groundbreaking, practical guide will show you finally how to realize the full power of culture as a transformational, empowering, and

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competitive resource.

**\*\*Winner of the 2009 Nautilus Gold Award.\*\*** Consciousness is the main source of organizational greatness. Conscious business, explains Fred Kofman, means finding your passion and expressing your essential values through your work. A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders. It produces sustainable, exceptional performance through the solidarity of its community and the dignity of each member. Conscious Business presents breakthrough techniques to help you achieve: Unconditional responsibility--how to become the main character of your life Unflinching integrity--how to succeed beyond success Authentic communication--how to speak your truth, and elicit others' truths Impeccable commitments--how to coordinate actions with accountability Right leadership--how being, rather than doing, is the ultimate source of excellence A conscious business fosters personal fulfillment in the individuals, mutual respect in the community, and success in the organization, teaches Fred Kofman. Conscious Business is the definitive resource for achieving what really matters in the workplace and beyond. Contents Chapter 1 Conscious Business Chapter 2: Unconditional Responsibility Chapter 3 Essential Integrity Chapter 4: Ontological Humanity Chapter 5: Authentic Communication Chapter 6 Constructive Negotiation Chapter 7 Impeccable Coordination Chapter 8: Emotional Mastery Chapter 9 Entering the Market with Helping Hands Excerpt: Consciousness is the ability to experience reality, to be aware of our inner and outer worlds It allows us to adapt to our environment and act to promote our lives All living beings possess consciousness, but human beings have a unique kind Unlike plants and other animals, we can think and act beyond instinctual drives and conditioning We can be autonomous (from the Greek, "self-governing")

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While this autonomy is a possibility, it is not a given We must develop it through conscious choices. To be conscious means to be awake, mindful To live consciously means to be open to perceiving the world around us, to understand our circumstances, and to decide how to respond to them in ways that honor our needs, values, and goals To be unconscious is to be asleep, mindless To live unconsciously means to be driven by instincts and habitual patterns. Have you ever driven down the highway on cruise control, engaged in a conversation or daydreaming, only to realize you missed your exit? You didn't literally lose consciousness, but you dimmed your awareness Relevant details, such as your location and the actions needed to reach your goal, receded from the forefront of your mind Your eyes were open, but you didn't see This is a poor way to drive--and an even poorer way to live. Praise "Consciousness has a real and deep business impact. Learning how to work in full congruence with our values has inspired every person in my tem to be a better professional--and a better human being." --Sheryl Sandberg, Chief Operating Officer, Facebook "Fred has been a true partner in our efforts to build a conscious organization, helping us move from aspiration to implementation His advice is never easy, but always worthwhile." --Eugenio Beaufrand, Vice President, Microsoft Latin America "Conscious Business translates the tools of organizational learning into day-to-day business applications Both at Chrysler and DTE Energy, Fred's work has allowed us to shift our culture faster, but with much greater sustainability than any other effort." -- David Meador, Senior Vice President of Finance, Detroit Edison

You'll never see leadership the same way again after reading this book. These fifteen commitments are a distillation of decades of work with CEOs and other leaders. They are radical or provocative for many. They have been game changers for us and for our clients. We

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trust that they will be for you too. Our experience is that unconscious leadership is not sustainable. It won't work for you, your team or your organization in the long term. Unconscious leadership can deliver short term results, but the costs of living and leading unconsciously are great. Fear drives most leaders to make choices that are at odds with healthy relationships, vitality and balance. This fear leaves a toxic residue that won't be as easily tolerated in an increasingly complex business environment. Conscious leadership offers the antidote to fear. These pages contain a comprehensive road map to guide you to shift from fear-based to trust-based leadership. Once you learn and start practicing conscious leadership you'll get results in the form of more energy, clarity, focus and healthier relationships. You'll do more and more of what you are passionate about, and less of what you do out of obligation. You'll have more fun, be happier, experience less drama and be more on purpose. Your team will get results as well. They'll be more collaborative, creative, energized and engaged. They'll solve issues faster, and once resolved the issues won't resurface. Drama and gossip will all but disappear, and the energy and resources that fueled them will be redirected towards innovation and creativity. Any one of these commitments will change your life. All of them together are revolutionary. Leaders who practice the 15 commitments: - End blame and criticism - Speak candidly, openly and honestly, in a way that invites others to do the same - Find their unique genius - Let go of taking everything-especially themselves and their problems-so seriously - Create win for all solutions - Experience a new relationship to time and money where there is always enough

What do you need to bring to the table? Be curious. Sounds so simple, and yet in our experience it's a skill few have mastered. Most of us are far more interested in being right and proving it, than we are in learning, growing and shifting out of our old patterns. By default we

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gravitate towards the familiar. We're asking you to take a chance and explore the unfamiliar. You'll get scared and reactive. We all do. So what? Just stay curious and let us introduce you to a whole new world of leadership.

The first book to validate the meaningful dreams and visions that bring comfort as death nears. Christopher Kerr is a hospice doctor. All of his patients die. Yet he has cared for thousands of patients who, in the face of death, speak of love and grace. Beyond the physical realities of dying are unseen processes that are remarkably life-affirming. These include dreams that are unlike any regular dream. Described as "more real than real," these end-of-life experiences resurrect past relationships, meaningful events and themes of love and forgiveness; they restore life's meaning and mark the transition from distress to comfort and acceptance.

Drawing on interviews with over 1,400 patients and more than a decade of quantified data, Dr. Kerr reveals that pre-death dreams and visions are extraordinary occurrences that humanize the dying process. He shares how his patients' stories point to death as not solely about the end of life, but as the final chapter of humanity's transcendence. Kerr's book also illuminates the benefits of these phenomena for the bereaved, who find solace in seeing their loved ones pass with a sense of calm closure. Beautifully written, with astonishing real-life characters and stories, this book is at its heart a celebration of our power to reclaim the dying process as a deeply meaningful one. *Death Is But a Dream* is an important contribution to our understanding of medicine's and humanity's greatest mystery.

Build conscious leadership into your business. You subscribe to the basic idea that business can do more than make money, but you're not sure how to act on that conviction or how to share it with the rest of your organization. *The Conscious Capitalism Field Guide--the*

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authoritative follow-up to the bestselling book *Conscious Capitalism*, by John Mackey, CEO of Whole Foods Market, and leadership expert Raj Sisodia--gives you the tools for sharing and implementing the principles of higher purpose and conscious business throughout your organization. This practical guide provides hands-on materials--the same tools used in companies such as Whole Foods Market, Southwest Airlines, Life is Good, The Container Store, Barry-Wehmiller, Zappos, and many others--that you can use on your own, with your team, or with others throughout your organization to build conscious leadership and practices into your business. Organized according to the four core principles (higher purpose, stakeholder orientation, conscious leadership, and conscious culture) of *Conscious Capitalism*, the book provides exercises, worksheets, checklists, and instructions--for use both individually and with teams--as well as advice, examples, and real-life stories to help you apply these ideas and make them come alive in your organization. You and your team will:

- write a purpose statement
- learn how to create win-win-win relationships with all your stakeholders
- create a "culture playbook" for your company
- develop a leadership checklist for your organization
- build a personal leadership development plan
- set priorities for the coming year and beyond

Unlock your potential and finally move forward. A recent study showed that when doctors tell heart patients they will die if they don't change their habits, only one in seven will be able to follow through successfully. Desire and motivation aren't enough: even when it's literally a matter of life or death, the ability to change remains maddeningly elusive. Given that the status quo is so potent, how can we change ourselves and our organizations? In *Immunity to Change*, authors Robert Kegan and Lisa Lahey show how our individual beliefs--along with the collective mind-sets in our organizations--combine to create a natural but powerful immunity to

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change. By revealing how this mechanism holds us back, Kegan and Lahey give us the keys to unlock our potential and finally move forward. And by pinpointing and uprooting our own immunities to change, we can bring our organizations forward with us. This persuasive and practical book, filled with hands-on diagnostics and compelling case studies, delivers the tools you need to overcome the forces of inertia and transform your life and your work.

Conscious Millionaire provides a revolutionary approach to building and growing a business. In the book, the author introduces a new universal model that helps entrepreneurs, business owners, managers, and leaders grow their companies while achieving their higher purpose in life. Groundbreaking in its formula, this step-by-step approach combines raising one's consciousness with a bottom-line methodology to building a business. Conscious Millionaire is about creating wealth in ways that are honest, provide high value, and will have a positive impact on today's society.

When disagreements arise in the office, how do we express ourselves honestly without jeopardizing our career, our work relationships, or our own integrity? And how do we support the same openness in others? These are the critical questions you will explore in *Authentic Communication: Transforming Difficult Conversations in the Workplace*. Drawing on his many years consulting with thousands of people on every organizational level, Fred Kofman shares a wealth of skills to help us “express and elicit all perspectives in the spirit of mutual learning.” Whether we realize it or not, the words we use dictate and control our lives. The persistent messages we repeat can frame our thoughts and trap us into a mind-set that is difficult to break. This mind-set often manifests itself with statements like “I can’t,” “I’m not good enough,” and “I’ll never find the [insert the blank] I want.” Many times, we don’t stop to

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consider the profound impact that these negative, limiting words have on our mentality, life choices, and the path of possibility that we manifest. After gathering years of research and personal experience with how words affect individuals mentally and emotionally, business owner and communications specialist Mary Shores realized that there is a life-changing theme persistent throughout ancient traditions and spiritual foundations that is supported by scientific professionals. They all agree on one recurring truth: Words have the power to create and transform. Mary took her discoveries and created easy-to-follow, step-by-step practices that can transform each area of your life. Based on two decades of research, Mary teaches how you can create new neural pathways simply by changing your words. You can align your words, thoughts, and actions to produce the results you want. Conscious Communications can show you how! Conscious Communications is your guide to creating a life in alignment with your dreams and desires. With thoroughly tested exercises, research, advice, and personal stories, you will begin to experience the tremendous impact of words and how to utilize the right ones to unleash and unlock the power to create a new reality.

A WALL STREET JOURNAL BESTSELLER! From Whole Foods CEO John Mackey and his coauthors, a follow-up to groundbreaking bestseller Conscious Capitalism—revealing what it takes to lead a purpose-driven, sustainable business. John Mackey started a movement when he founded Whole Foods, bringing natural, organic food to the masses and not only changing the market, but breaking the mold. Now, for the first time, Conscious Leadership closely explores the vision, virtues, and mindset that have informed Mackey's own leadership journey, providing a roadmap for innovative, value-based leadership—in business and in society. Conscious Leadership demystifies strategies that have helped Mackey shepherd Whole Foods

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through four decades of incredible growth and innovation, including its recent sale to Amazon. Each chapter will challenge you to rethink conventional business wisdom through anecdotes, case studies, profiles of conscious leaders, and innovative techniques for self-development, culminating in an empowering call to action for entrepreneurs and trailblazers—to step up as leaders who see beyond the bottom line.

*Transform Your Organization by Scaling Leadership* How do senior leaders, in their own words, describe the most effective leaders—the ones that get results, grow the business, enhance the culture and leave in their wake a trail of other really effective leaders? Conversely, how do senior leaders describe the kind of leader that undercuts the organization's capacity and capability to create its future? This book, based on groundbreaking research, shows how senior leaders describe and develop leadership that works, that does not, that scales, and that limits scale. Is your leadership built for scale as you advance in today's volatile, uncertain, dynamic, and disruptive business environment? This context puts a premium on a very particular kind of leadership—High-Creative leadership capable of rapidly growing the organization while simultaneously transforming it into more agile, innovative, adaptive and engaging workplace. The research presented in this book suggests that senior leaders can describe the High-Creative leadership with surprising clarity. They also describe with equal precision the High-Reactive leadership that cancels itself out and seriously limits scale. Which type of leader are you? You scale your leadership by increasing the multiple on your leadership in three ways. First, by developing the strengths that differentiate the most effective leaders from the strengths deployed by the most Reactive and ineffective leaders. And second, by increasing your leadership ratio—the ratio of most the effective strengths to the most

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damaging liabilities. Third, by developing High-Creative leaders all around you. Scaling Leadership provides a proven framework for magnifying agile and scalable leadership in your organization. Scalable leadership drives forward-momentum by multiplying high-achieving leaders at scale so that growth, productivity and innovation increase exponentially. Creative leaders multiply their strengths beyond technical competence by leading in deep relationship, with radical humanity, passion and integrity. Drawing upon decades of solid research and experience enhancing individual capability and collective leadership effectiveness with Fortune 500 companies and government agencies, the authors provide an innovative and efficient framework to help you: Take stock of your own personal balance of leadership strengths and weaknesses Scale your leadership in deep relationship and high integrity Proliferate high-achievers throughout your organization's leadership system Identify ineffective leadership and course-correct quickly Transform your organization by transforming leadership Scaling Leadership is an invaluable tool for executives, managers, and leaders in business, academia, nonprofit organizations, and more. This innovative resource provides effective techniques, real-world examples, and expert guidance for organizations seeking to improve performance, align and execute strategies, and transform their business with scalable leadership capability. Here is a concise, comprehensive overview of Wilber's revolutionary thought and its application in today's world. In A Theory of Everything, Wilber uses clear, nontechnical language to present complex, cutting-edge theories that integrate the realms of body, mind, soul, and spirit. He then demonstrates how these theories and models can be applied to real-world problems in areas such as politics, medicine, business, education, and the environment. Wilber also discusses daily practices that readers take up in order to apply this integrative vision to their

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own everyday lives.

A new breed of socially conscious companies is changing how consumers shop, where employees work, and the way in which the world does business. *Rise Up: How to Build a Socially Conscious Business* sets the stage for this optimistic business trend where companies create financial profit for stakeholders through products, services, and business models that create social impact and public benefit. With more than 25 years running a Certified B Corporation that has always had social responsibility at its core, Russ Stoddard offers insights and guidance on how to create a socially conscious business, as well as encouraging words for social entrepreneurs of every generation.

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In this stunningly creative activity book, children will learn the power of Conscious Capitalism and why this movement is so important, how to discover your own passion and purpose, and how to use that passion as a force for good-something that can better the world, the people in it, and your wallet.

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#1 NEW YORK TIMES BESTSELLER • Brené Brown has taught us what it means to dare greatly, rise strong, and brave the wilderness. Now, based on new research conducted with leaders, change makers, and culture shifters, she's showing us how to put those ideas into practice so we can step up and lead. Look for Brené Brown's new podcast, Dare to Lead, as well as her ongoing podcast Unlocking Us! NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential. When we dare to lead, we don't pretend to have the right answers; we stay curious and ask the right questions. We don't see power as finite and hoard it; we know that power becomes infinite when we share it with others. We don't avoid difficult conversations and situations; we lean into vulnerability when it's necessary to do good work. But daring leadership in a culture defined by scarcity, fear, and uncertainty requires skill-building around traits that are deeply and uniquely human. The irony is that we're choosing not to invest in developing the hearts and minds of leaders at the exact same time as we're scrambling to figure out what we have to offer that machines and AI can't do better and faster. What can we do better? Empathy, connection, and courage, to start. Four-time #1 New York Times bestselling author Brené Brown has spent the past two decades studying the emotions and experiences that give meaning to our lives, and the past seven years working with transformative leaders and teams spanning the globe. She found that leaders in organizations ranging from small entrepreneurial startups and family-owned businesses to nonprofits, civic organizations, and Fortune 50 companies all ask the same question: How do you cultivate braver, more daring leaders, and how do you embed the value of courage in your culture? In

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this new book, Brown uses research, stories, and examples to answer these questions in the no-BS style that millions of readers have come to expect and love. Brown writes, “One of the most important findings of my career is that daring leadership is a collection of four skill sets that are 100 percent teachable, observable, and measurable. It’s learning and unlearning that requires brave work, tough conversations, and showing up with your whole heart. Easy? No. Because choosing courage over comfort is not always our default. Worth it? Always. We want to be brave with our lives and our work. It’s why we’re here.” Whether you’ve read *Daring Greatly* and *Rising Strong* or you’re new to Brené Brown’s work, this book is for anyone who wants to step up and into brave leadership.

In the modern economy, businesses must have heart The marketing industry is broken. Consumers are tired of interruption, push, mass media and the manipulation of marketing and advertising generally. They want to deal with honest, ethical companies that have heart and purpose and that care about serving all their stakeholders instead of their pockets. *Conscious Marketing* proves that marketing can really work if the paradigm is shifted radically. In *Conscious Marketing: How to Create an Awesome Business With a New Approach to Marketing*, author Carolyn Tate demonstrates just how beneficial this shift can be. By practising the four tenets of conscious marketing, companies can raise their brand’s profile and attract customers for life. The book shows how building a business with a higher-purpose can lead to sustainability, profitability and industry leadership. Conscious marketing works for both multinational corporations and cash-strapped small business alike. In the modern market, a business that does well and contributes to the elevation of humanity and the planet attracts the best customers, employees, suppliers and investors. These people evangelize, and the

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brand reach expands exponentially further and to a more loyal audience than traditional marketing will ever capture. This concept and other topics in the book include: What's wrong with marketing and why it doesn't work What "conscious" means to the consumer, business, leader and marketer The who, what, why and how of conscious marketing Navigating the shift from traditional to conscious practices The book includes a three-part guide to crafting an actionable plan, including where to find help. Marketing doesn't have to be the budgetary dead weight it has become. It can be fun, human and inspiring for everyone involved, but change requires a deep shift in thinking and behaviour that goes way beyond the transaction or the sale. To stay relevant in the modern economy, businesses must show what's at their core, why they do what they do and why it matters. Conscious Marketing is a comprehensive guide to fixing the problem, with a sustainable solution.

Every time humanity has shifted to a new stage of consciousness in the past, it has invented a new way to structure and run organizations, each time bringing breakthroughs in collaboration. The organizations researched for this book have already "cracked the code." Their founders have fundamentally questioned every aspect of management and have come up with entirely new organizational methods. This book describes in practical detail how organizations large and small can operate in this new paradigm.

In the world of strength and conditioning, learning how to move others-not just physically, but also psychologically and emotionally-is paramount to getting the most out of them. People are the ultimate performance variable, and understanding how to effectively blend knowledge of proper training with the nuances of human behavior is integral to helping athletes achieve their ultimate goals. Unfortunately, while much attention has been given to the science of physical

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training, little attention has been given to the science of communication. Conscious Coaching: The Art and Science of Building Buy-In bridges this gap. Readers learn the foundational principles of improving relationships, enhancing engagement, and gaining the trust of athletes through targeted communication. And, every bit as important, readers also learn concrete strategies to apply these principles in day-to-day coaching situations they will inevitably encounter. The result is a game-changing book that sets the stage for coaches to create a culture of success not only within sport, but also beyond. Conscious Coaching is a movement and its time has come.

Conscious BusinessHow to Build Value Through Values

Consciousness is the main source of organizational greatness. Conscious business, explains Fred Kofman, ""means finding your passion and expressing your essential values through your work. A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders. It produces sustainable, exceptional performance through the solidarity of its community and the dignity of each member. ""

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