



Conscious Business: How to Build Value through Values

By Fred Kofman

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****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.

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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”). 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



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- Chapter 9: Entering the Market with Helping Hands

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Editorial Review

Review

Fred Kofman is a genius with a heart as big as his brain. In this remarkable book, he takes us on a thrilling tour through what business would be like if it had both a heart and a mind -a conscience and a consciousness. The result is a practice of business that transforms you and your world.

Ken Wilber, philosopher and author of A Theory of Everything

A fundamental book for our times.

Peter Senge, MIT professor and author of The Fifth Discipline

Fred has been an inspiration, helping connect responsibility and integrity to create the freedom leaders need to succeed.

Daniel Rosensweig, Chief Operating Officer, Yahoo! Inc.

"Fred Kofman is a genius with a heart as big as his brain. In this remarkable book, he takes us on a thrilling tour through what business would be like if it had both a heart and a mind -a conscience and a consciousness. The result is a practice of business that transforms you and your world."

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From the Publisher

This is original material, not available in print.

From the Inside Flap

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Users Review

From reader reviews:

Dewey Newkirk:

This Conscious Business: How to Build Value through Values are reliable for you who want to become a successful person, why. The explanation of this Conscious Business: How to Build Value through Values can be one of the great books you must have will be giving you more than just simple reading food but feed anyone with information that probably will shock your previous knowledge. This book is actually handy, you can bring it just about everywhere and whenever your conditions throughout the e-book and printed types. Beside that this Conscious Business: How to Build Value through Values forcing you to have an enormous of experience for instance rich vocabulary, giving you test of critical thinking that could it useful in your day exercise. So , let's have it and enjoy reading.

Raymond Hernandez:

Reading can called head hangout, why? Because if you are reading a book especially book entitled Conscious Business: How to Build Value through Values your head will drift away trough every dimension, wandering in each and every aspect that maybe unfamiliar for but surely can be your mind friends. Imaging just about every word written in a book then become one contact form conclusion and explanation which maybe you never get just before. The Conscious Business: How to Build Value through Values giving you one more experience more than blown away your thoughts but also giving you useful details for your better life within this era. So now let us explain to you the relaxing pattern the following is your body and mind will likely be pleased when you are finished reading it, like winning a game. Do you want to try this extraordinary investing spare time activity?

Sarah Tomczak:

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John Wannamaker:

In this particular era which is the greater person or who has ability in doing something more are more treasured than other. Do you want to become among it? It is just simple way to have that. What you need to do is just spending your time very little but quite enough to experience a look at some books. One of many books in the top checklist in your reading list is actually Conscious Business: How to Build Value through Values. This book that is certainly qualified as The Hungry Slopes can get you closer in becoming precious person. By looking way up and review this book you can get many advantages.

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