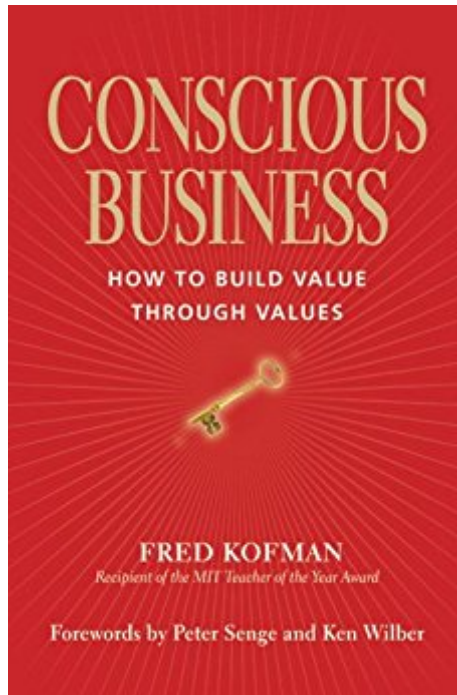


The book was found

# Conscious Business: How To Build Value Through Values



## Synopsis

**\*\*Winner of the 2009 Nautilus Gold Award\*\*** Â 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 responsibilityâ "how to become the main character of your life Unflinching integrityâ "how to succeed beyond success Authentic communicationâ "how to speak your truth, and elicit others' truths Impeccable commitmentsâ "how to coordinate actions with accountability Right leadershipâ "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.

Excerpt Â Consciousness is the ability to experience reality, to be aware of our inner and outer worlds. Â It allows us to adapt to our environment and act to promote our lives. Â All living beings possess consciousness, but human beings have a unique kind. Â Unlike plants and other animals, we can think and act beyond instinctual drives and conditioning. Â We can be autonomous (from the Greek, â œself-governingâ •). Â While this autonomy is a possibility, it is not a given. Â We must develop it through conscious choices. To be conscious means to be awake, mindful. Â 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. Â To be unconscious is to be asleep, mindless. Â 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? Â You didnâ t literally lose consciousness, but you dimmed your awareness. Â Relevant details, such as your location and the actions needed to reach your goal, receded from the forefront of your mind. Â Your eyes were open, but you didnâ t see. Â This is a poor way to driveâ "and an even poorer way to live. Praise Â â œConsciousness has a real and deep business impact. Learning how to work in full congruence with our values has inspired every person in my team to be a better professionalâ "and a better human being.â • â "Sheryl Sandberg, Chief Operating Officer, Facebook Â â œFred has been a true partner in our efforts to build a conscious organization, helping us move from aspiration to implementation. Â His advice is never easy, but always worthwhile.â • â "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

## Book Information

File Size: 1980 KB

Print Length: 362 pages

Page Numbers Source ISBN: 1622032020

Publisher: Sounds True; Reprint edition (September 1, 2006)

Publication Date: September 1, 2006

Sold by: Digital Services LLC

Language: English

ASIN: B0034184XM

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #88,824 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #32 in Kindle Store > Kindle eBooks > Business & Money > Business Life > Ethics #135 in Books > Business & Money > Business Culture > Ethics #153 in Kindle Store > Kindle eBooks > Business & Money > Organizational Behavior

## Customer Reviews

Conscious Business is the first book I've read on an important subject I'd like to tackle as an author: How to move those in an organization from focusing on their selfish interests to concentrating on what creates the most good for the most people . . . with the least potential harm to any individual. I thought that Dr. Kofman did a good job in defining one path to creating mutual benefit in Conscious Business. If people in your organization seem to be emphasizing their own careers rather than the tasks that need doing, this book is a must-read for you! Let me agree with Dr. Kofman about his warning for readers: It's much easier to understand his principles than apply them. But with practice, you can do great things. Here are the goals he sets: "In the impersonal It dimension, the goal is to accomplish the organization's mission, enhancing its ability to continue doing so in the future, and

delivering outstanding long-term returns to shareholders. In the interpersonal We dimension, the goal is to establish cooperative, trusting, and mutually respectful relationships, a community of shared purpose and values in which people feel they belong. In the personal I dimension, the goal is to live in a state of flow, feeling a transcendent happiness that comes from living in full integrity, with one's principles and ideals."As you can see from this quote, Dr. Kofman draws heavily from his interest in Buddhist tradition and other streams of spiritual beliefs that are outside of the Judeo-Christian tradition. The text is enlivened by quotes from many sides of the spiritual spectrum and psychologists. As a result, the material will speak directly and deeply in places to virtually any reader, regardless of background and beliefs.

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