



EGADE Business School
Tecnológico de Monterrey

Executive Education

Capitalism is one of the most compelling ideas humans have ever had. But we can aspire to even more.

** <https://www.consciouscapitalism.org/philosophy>*

**Challenge
the present,
Shape
the future.**

Journey to Conscious Capitalism

Sustained, superior value creation of multiple kinds for all stakeholders.

Organizations around the world have shown much better performance and profitability when led by socially conscious and committed leaders.

Setting goals that go beyond profit, aligned with a higher meaning and purpose has a substantial positive impact on the company, its productivity, and your legacy as a leader.

Journey to Conscious Capitalism is a 2-day workshop for CEOs, senior executives, and members of their teams to dive into the 4 pillars of Conscious Capitalism and their impact on business

This program is intended to ignite your company's journey to becoming a conscious business. At the end of the program, you will have alignment within your team around the need to embark on this journey, as well as a roadmap for how the journey will unfold.

To accomplish this, we strongly recommend that three leaders attend from each company: the CEO, a senior board member and another C-level executive who would be intimately involved the transformation process. The price of the program includes up to three leaders.

This Program is For

- Presidents/CEOs and/or members of their executive teams, including family members in family businesses.
- Companies at different points on their journey to become conscious companies regardless of whether they are public, private, large, small, national, or international.

Developing a conscious and caring culture that embodies the qualities of trust, accountability, caring, transparency, integrity, learning and empowerment is key to success for companies in the future.

The Tenets of Conscious Capitalism



Conscious
Enterprise Center

Conscious Enterprise Center (CEC) is a recently created center at the Tecnológico de Monterrey, designed to develop a new consciousness within leaders, companies, and organizations to contribute to human flourishing and lead to a more prosperous, fair, and inclusive society. It is an important part of the School of Business and has a comprehensive impact throughout the Tecnológico de Monterrey.

Pillars of Conscious Capitalism

- Purpose
- Stakeholder Integration
- Conscious Culture
- Conscious Leadership

Conscious leadership goes beyond command and control. It is a leadership style where everyone matters and everyone wins. There cannot be a conscious organization without conscious leaders.

Learn how to establish a connection between your business and the community, promoting a work culture that guides, motivates, and inspires people to work with harmony and passion for a higher purpose, one that generates sustainable tangible and intangible wealth for your business, the planet, and society.

Key Takeaways

- Find out where you and your company are on the journey to Conscious Capitalism through diagnosis and practical exercises.
- Identify the stakeholders in your company to create value for all.
- Develop an action plan and set priorities to implement the 4 pillars according to your company's purpose and needs.
- Share insights with other CEOs working to create conscious companies that will thrive in the future.
- Take away an organizational transformation experience and a detailed plan to contribute to elevating business consciousness.

Learning Methodology

- Diagnostics and practical exercises
- Case study analysis of how other companies have addressed the key challenges you will face
- Personal leadership development plan
- Proven methodologies through research and real-world examples





Day 1

Pillar 1: The Higher Purpose

We will begin with an overview of Conscious Capitalism, followed by the first step in the journey, which is clarity of Purpose. What difference does your organization aspire to make in the world? In this hands-on module, executives will be taught the principles and practices of discovering, articulating, and bringing their company's purpose to life.

Pillar 2: Stakeholder Integration

Identify your company's stakeholders and take a deep dive into the Stakeholder Model to understand their needs and establish a strategy to create a greater value and deepen relationship with each. At the end of day 1, you will be able to share experiences during a working dinner in small groups.

Day 2

Pillar 3: Conscious Leadership and Personal Mastery

Discover where you are on the conscious leader's journey and establish a personal leadership development plan to enhance what you need to cultivate awareness and become an autonomous and healing leader with an organizational approach towards conscious leadership.

Pillar 4: Building and Sustaining Conscious Cultures

Get a "tangible" analysis of how conscious your culture is according to the Barrett Values Centre Cultural Assessments. Learn how to make your culture tangible by bringing values to life.

Integration and Implementation

From the work done throughout the program, you will design your path to becoming a more conscious organization through a roadmap with an action plan that will set out the company's priorities and objectives for the next 12-18 months.

Get to Know Our Academic Leader



Raj Sisodia

FEMSA Distinguished University Professor of Conscious Enterprise and Chairman of the Conscious Enterprise Center at Tecnológico de Monterrey in Mexico.

The author of 15 books, Raj Sisodia is the intellectual leader of the Conscious Capitalism movement. He is co-founder and former chair of Conscious Capitalism Inc. He was previously FW Olin Distinguished Professor of Global Business and Whole Foods Market Research Scholar in Conscious Capitalism at Babson College, and a Professor of Marketing and founding director of the Center for Marketing Technology at Bentley University.

To learn more, visit www.rajsisodia.com.

Journey to Conscious Capitalism

Maximizing the company's total value
inside and outside the organization.

Admission request

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HOURS

**EXECUTIVE PROGRAM
ON-SITE**

Investment: \$90,000 MXN

CEO PLUS 1 BOARD AND 1 C-SUITE MEMBERS

START DATE:

CIUDAD DE MEXICO

23rd AND 24th MAY 2023

MONTERREY

30th AND 31st MAY 2023

LANGUAGE:

ENGLISH



executive@servicios.tec.mx

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Shape
the future.**

egade.tec.mx

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