

***Conscious Leadership: Elevating Humanity Through Business* by John Mackey, Steve McIntosh and Carter Phipps**
Review by Daniel Zoltani

Great book for team leaders, aspiring team leaders or anyone interested in what it takes to be part of a purpose driven, sustainable business or lifestyle.

Conscious Leadership is a follow up to John Mackey's first book Conscious Capitalism and gives us a blueprint to build and maintain a dynamic, learning organization that continues to grow and evolve. This blueprint is accompanied by "The Conscious Leaders Tool Kit" that guides people through a new way of thinking. I also found the appendix at the end of the book on "cultural intelligence" particularly interesting during these times of hyper partisan worldviews.

The book is a clear extension of the leadership and stakeholder principals and core values celebrated at Whole Foods Market. At the foundation of it all requires putting purpose first, leading with love and acting with integrity. The heart of the strategy entails finding win-win-win solutions, innovate and create value and thinking long term.

Purpose is an evolutionary journey. That's true whether we are talking about individuals or companies. But sometimes we need to walk through the wilderness to find a sense of direction. And even when it's found, it must be rediscovered, remembered, reinvented and renewed. In that sense, purpose is a living thing. In fact, it's not really a "thing" at all but a process. Its not an object that we "find" but an ongoing discovery that unfolds throughout our lives. For most conscious companies and leaders, purpose will continue to deepen and expand over time.

Let the journey continue!