

**Conscious Capitalism: Liberating the Heroic Spirit of Business by John Mackey & Rajendra Sisodia**



Review by: Victor Quiroz

John Mackey & Raj Sisodia have written a well crafted and inspirational book on the merits of capitalism. Overall the book supports combining the ideas of capitalism and consciousness. The book also provides a roadmap of how to become a more conscious business. A conscious business is a business driven by a sense of higher purpose. In short, this means that the business exists for reasons other than just the pursuit of profits. This includes acting with responsibility to all stakeholders (suppliers, employees, customers, etc...), the communities in which it operates, and profits. The authors argue that a business does not exist purely for profit, but rather the opposite is true. In a conscious business profits are the vehicle which allows the business to grow and provide greater opportunity to achieve its mission and purpose in society. Mackey and Sisodia break down what is Conscious Capitalism into four tenants: reaching a higher purpose, delivering value to all stakeholders, embodying conscious leadership in management, & cultivating a conscious culture. The book is filled with stories that demonstrate these core principles in action. For example, my favorite story is one that Mackey tells in which a protester advocating against Whole Foods Market's sale of meat products ultimately resulted in producing the 5-Step Animal Rating System. It seems as if today most companies would be more likely to dismiss the objections of someone protesting against their business. However in this story Mackey illustrates the power of the stakeholder model and how working together provided the opportunity for Whole Foods to grow as a company. In my opinion these sorts of stories are not just inspiring, but provide additional value demonstrating the advantages of being a conscious business.