

December 2016

Thriving Michigan Update

Thriving Michigan is an effort to make the ideas that comprise conscious capitalism “business-as-usual” in Michigan. The Chamber is doing our part to share this concept with businesses in Monroe County.

Conscious Capitalism identifies the purpose that capitalism serves in society as advancing human thriving. Business is the single greatest organizer of human effort on the planet – by far. 21st century humans spend about ½ of our waking adult lives in our places of work. **Conscious Capitalism asserts that businesses perform best when they focus on four mutually reinforcing disciplines:**

- 1) Higher Purpose beyond Profit**
- 2) Alignment Amongst Stakeholders**
- 3) Conscious Cultures** care for their employees like family, and send people home at the end of the day happy and fulfilled which multiplies the capacity of their teams.
- 4) Conscious Leadership** ensures that the company will not stagnate.

The culture of our workplaces has a dramatic effect on the quality of our lives and our communities. Conscious Capitalism is a call for business to aim higher, to acknowledge the impact it has on the world and the people in it, and choose to be intentional about creating a “business-as-usual” we can be proud of.

Empirical research shows that companies who consciously implement these four pillars make more profit than their counterparts who focus solely on profit.

To learn more about Conscious Capitalism, go to www.monroecountychamber.com