

Conscious Capitalism 2013: Conference Explores How Conscious Capitalism Drives Long Term Success

Some of the world's most successful and forward-thinking business leaders, entrepreneurs, and thought leaders will convene for Conscious Capitalism 2013 in San Francisco on Friday & Saturday, April 5 & 6, 2013 to share stories and best practices for putting Conscious Capitalism to work.

The two-day event is designed for business owners, executives, non-profits and students who want to understand the principles of Conscious Capitalism and how to apply them to business, at all levels, to activate and engage employees, customers, vendors and other stakeholders, leading to long term success. Conscious Capitalism 2013 will feature dozens of speakers and workshop leaders from some of the world's most dynamic and innovative companies that practice Conscious Capitalism.

"Conscious Capitalism focuses on higher purpose and creates value for all stakeholders, including investors, customers, employees, vendors and communities," observed Kip Tindell, Chairman and CEO of The Container Store. "Everyone wins. It's simply a better way of doing business." Tindell is presenting on stakeholder relations on both days of the event.

"The prospering companies of tomorrow will lead with mindfulness and compassion," commented Patagonia CEO, Casey Sheahan. Sheahan will be speaking on Conscious Leadership at the conference, as well as conducting a workshop with his wife, Tara Sheahan, of Conscious Global Leadership.

According to Fedele Bauccio, CEO of Bon Appétit Management Company, "With the Conscious Capitalism model, we have deeply engaged and inspired employees, as well as strong relationships with all of our stakeholders, including farmers, farmworkers, and the communities in which we work. The result is that we have built an incredibly healthy restaurant company." Bauccio will share his insights and experience on Friday, April 5th in a segment on Purpose.

Day One will feature talks by CEOs, founders and executives from companies such as Whole Foods Market, The Motley Fool and method that apply the four principles of Conscious Capitalism in their businesses. Day Two will offer 32 hands-on workshops facilitated by many of the presenters from Day One and other experts, including collaborating organizations The Drucker Institute, B Lab and Net Impact.

Day One (April 5) of Conscious Capitalism 2013 will take place at the Masonic Auditorium and Day Two (April 6) at the InterContinental Hotel, both in San Francisco. More information is available at <http://consciouscapitalism.org/cc2013>. Tickets (for Day One only) start at \$295, and are available at <http://ccspringconference.eventbrite.com/#>. Attendance at Day Two is only available for people who attend Day One. A "team Package" rate is available for groups of five or more, and special pricing is offered to Solo Entrepreneurs, Non-Profit, Academics and Students.

About Conscious Capitalism

Founded in 2005, Conscious Capitalism, Inc., is a non-profit organization, and is presenting and producing Conscious Capitalism 2013. More information is available at <http://consciouscapitalism.org/>.

For more information, or to receive a Media Kit about Conscious Capitalism 2013, or to request an interview with a Conscious Capitalism representative, please contact Kevin Sanchez of Hollenbeck Associates at 415-227-1150 ext 110 or kevin@hollenbeckassociates.com.

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