HiCue speakers
Higher Content & Inspiration



# RAJ SISODIA

Co-founder and thought leader of the fast-growing global Conscious Capitalism movement

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- FEMSA Distinguished University Professor of Conscious Enterprise at Tecnologico de Monterrey
- Previously, Raj was FW Olin Distinguished Professor of Global Business and Whole Foods Market Research Scholar in Conscious Capitalism at Babson College
- His book Conscious Capitalism: Liberating the Heroic Spirit of Business rose to #2 on the Wall Street Journal Business Bestseller list and received a Silver Medal from Axiom Business Book Awards in 2013
- His book Everybody Matters was a Wall Street Journal bestseller and was named Best Leadership and Management Book of 2015 by 800-CEO-READ, and named one of the best business books of 2015 by Forbes.com
- His landmark book Firms of Endearment: How World Class Companies Profit From Passion and Purpose was cited by Amazon.com as “One of Ten Best Business Books of 2007”
- Co-founder and Chairman Emeritus of Conscious Capitalism Inc.

- Cited as: one of 50 Best Management Thinkers for the Year 2015; one of ten “Outstanding Trailblazers of 2010” by Good Business International; “Scholar of the Year - Award for Excellence in Research” from Bentley University; among others
- Raj has consulted with and taught executive programs for numerous companies, including AT&T, Nokia, LG, Kraft Foods, Whole Foods Market, Tata

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Raj was born in India and spent parts of his childhood in Barbados, California, and Canada. He was educated as an electrical engineer from the Birla Institute of Technology and Science (BITS, Pilani). He received an MBA in Marketing from the Jamnalal Bajaj Institute of Management Studies in Mumbai after which he earned a Ph.D. in Marketing and Business Policy from Columbia University. Raj is an American citizen residing in Boston, Massachusetts.

Until 1998, he was the Director of Executive Programs and Associate Professor of Marketing at George Mason University in Fairfax, Virginia. From 1985 to 1988, he was Assistant Professor of Marketing at Boston University. He also spent 15 years at Bentley University as Trustee Professor of Marketing, Department Chair and founder/director of the Center for Marketing Technology.

Raj has consulted with and taught executive programs for numerous companies, including AT&T, Nokia, LG, DPDHL, POSCO, Kraft Foods, Whole Foods Market, Tata, Siemens, Sprint, Verizon, Volvo, IBM, Walmart, Rabobank, McDonalds and Southern California Edison. Since 2007, Raj has spoken over 1000 times on Conscious Capitalism and related topics to audiences around the world, including at the White House and the Vatican.

Raj has published fifteen books (including The Healing Organization, Conscious Capitalism, Firms of Endearment, The Rule of Three, Everybody Matters and Shakti Leadership) and over 100 academic articles. His work has been featured in the Wall Street Journal, The New York Times, Fortune, Financial Times, The Washington Post, The Boston Globe, CNBC and many other media outlets. His book Awaken: The Path to Purpose, Inner Peace & Healing was published in April 2023. His next book Healing Leaders will be published in January 2026.

In 2003, Raj was cited as one of “50 Leading Marketing Thinkers” and named to the “Guru Gallery” by the Chartered Institute of Marketing. Bentley University honored him with the Award for Excellence in Scholarship in 2007 and the Innovation in Teaching Award in 2008. He was named one of “Ten Outstanding Trailblazers of 2010” by Good Business International, and one of the “Top 100 Thought Leaders in Trustworthy Business Behavior” by Trust Across America for 2010 and 2011. In 2013 and 2015, Raj was named to the Thinkers 50 list of business and management thinkers from India. Raj received an honorary doctorate from Johnson & Wales University in 2016 and the Business Luminary Award from Halcyon in 2021.

Raj has served on the Board of Directors of The Container Store and Mastek Ltd. He is a Trustee of Conscious Capitalism Inc. He is on the Advisory Board of several organizations, including the Fowler Center for Business as an Agent of World Benefit, ecountabl, Xapa and PayActiv.

## TEMAS

Raj tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Conscious Capitalism
- Leadership
- Corporate Social Responsibility
- Innovation
- Marketing

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## PROGRAMAS

**Healing Leaders: Seven Steps to the Recovery of Self**

In a world of burnout, fragmentation, and reactive leadership, this keynote offers a revolutionary roadmap for reclaiming the soul of leadership. Based on his forthcoming book

Healing Leaders, Raj guides audiences through seven transformative steps—Know Yourself, Love Yourself, Be Yourself, Choose Yourself, Express Yourself, Complete Yourself, and Heal Yourself—that help leaders reconnect with their essence, elevate their consciousness, and lead from a place of authenticity and wholeness. This is offered as a keynote or an immersive experiential workshop.

Ideal for leaders seeking to become forces for healing in their organizations and beyond, and leadership teams seeking to build resilience, prevent burnout, and foster a culture of well-being.

**The Healing Organization: Business as a Force for Love, Care, and Wholeness**

The Healing Organization challenges the conventional paradigm that businesses exist solely to maximize profit, proposing instead that companies can be powerful agents of healing. By fostering cultures rooted in love, accountability, and care, organizations can nurture their employees, customers, communities, and the environment.

This approach not only promotes well-being but also aligns purpose with profit, creating a sustainable and meaningful business model.

Through inspiring stories and clear strategies, this keynote/workshop invites leaders to envision and build workplaces where healing and wholeness are central to success.

Ideal for organizations committed to making a significant positive impact on society and their stakeholders.

**Conscious Capitalism: Liberating the Heroic Spirit of Business**

This foundational keynote/workshop brings to life the four tenets of Conscious Capitalism—Higher Purpose, Stakeholder Orientation, Conscious Leadership, and Conscious Culture.

Through decades of research and stories from exemplar companies, Raj illustrates how businesses that align with these principles outperform over the long term, while fostering human and planetary flourishing.

Perfect for audiences new to Conscious Capitalism or seeking a reinvigorated understanding of its relevance today.

**Awaken: Finding Your Purpose, Reclaiming Your Power, and Embracing Your True Self**

Based on the deeply personal book Awaken, this talk invites leaders to embark on a journey of profound inner transformation. Raj Sisodia shares his own awakening story, illustrating how reclaiming one's true self involves breaking free from unconscious habits and societal conditioning.

Through powerful storytelling, reflective practices, and practical tools, participants are empowered to discover their authentic purpose, reclaim their personal power, and lead with deeper presence and joy. This keynote emphasizes conscious living and leadership as pathways to greater fulfillment, impact, and resilience in both personal and professional life.

**Shakti Leadership: Embracing Feminine and Masculine Power in Business**

Shakti Leadership offers a timely model for balancing the masculine and feminine energies within each of us—and within our organizations. This keynote/workshop challenges patriarchal
paradigms of power and invites leaders to cultivate wholeness by embracing empathy, intuition, collaboration, and vulnerability alongside action and logic. A compelling call to integrate spiritual intelligence into leadership.

**Firms of Endearment: Why the World’s Most Loved Companies Are Also the Most Profitable**

This keynote, rooted in the research behind the bestselling Firms of Endearment (the landmark book that helped launch the global Conscious Capitalism movement) dispels the myth that nice guys finish last. Companies that are loved by all their stakeholders—employees, customers, suppliers, communities, and investors—achieve extraordinary financial and social results. Raj shares the principles and practices of these firms, demonstrating that love, care, and meaning are not soft ideals but strategic imperatives.

**Everybody Matters: Creating a Culture of Dignity, Respect, and Deep Listening**

Inspired by the leadership philosophy of Bob Chapman, this keynote/workshop emphasizes

the power of treating people as family rather than mere functions within an organization. This

approach fosters a culture where every individual feels seen, heard, and valued, leading to a profound sense of dignity and respect. Such human-centered leadership cultivates trust and loyalty, which are critical drivers of innovation and collective excellence. By deeply listening and honoring each person's unique contribution, organizations create workplaces where people thrive emotionally and professionally, ultimately resulting in stronger business outcomes and a more compassionate corporate culture.

**Conscious Strategy: How Great Companies Win with Purpose & Principles**

This keynote/workshop redefines how companies compete by embedding purpose and principles into every decision. Rather than relying solely on cutthroat tactics, conscious companies craft strategies rooted in trust, transparency, and love. This approach not only honors stakeholder values but also builds resilience and long- term success amid market turbulence. By aligning strategy with higher purpose, organizations foster authentic relationships with customers and employees, turning ethical behavior into a powerful competitive edge. Conscious Strategy proves that doing good and doing well are inseparable in building sustainable businesses. Ideal for: Strategists, executives, and boards seeking to align their competitive strategy with their corporate purpose.

**AI: A Conscious and Healing Approach**

As AI rapidly transforms business and society, its impact extends beyond efficiency and profit to the core of human experience. Raj Sisodia emphasizes that AI should be guided by the principles of Conscious Capitalism—higher purpose, stakeholder integration, conscious leadership, and caring cultures—to serve as a force for healing and empowerment. Rather than replacing human connection, AI can deepen our humanity by enhancing creativity, supporting inclusive decision-making, and expanding opportunities for meaningful work. This keynote challenges leaders to harness AI ethically, ensuring it uplifts human dignity and fosters flourishing for employees, customers, communities, and ecosystems alike.

**CONSCIOUS LEADERSHIP**

Better leaders make for a better world. We will explore how the definition of leadership is evolving as we change the way we think about business. Conscious leaders hold triple vision: heal me, serve we, impact the world. They are driven by service to the purpose of the business and its people. Conscious leaders possess high levels of emotional, spiritual and systems intelligence. They are “tough minded and tender hearted.” They possess tremendous moral courage and are willing to lean into necessary conflict. They recognize that “the way we lead impacts the way people live.” Above all, they view themselves as trustees of the business, seeking to nurture it and safeguard it for future generations.

**DISCOVERING YOUR HIGHER PURPOSE**

The greatest difference between traditional, low-performing, profit-driven businesses and conscious high-performing businesses is the sense of shared purpose that infuses the latter. Great companies always have great purposes, which are often variations of the Good, the True, the Beautiful and the Heroic. Learn how your company can discover or rediscover its unique higher purpose, and how that purpose can evolve over time.

**CULTIVATING A CONSCIOUS CULTURE**

As Peter Drucker said, “Culture eats strategy for lunch.” Learn how you can create, sustain and strengthen a conscious culture that will become a bedrock of strength for your organization. Above all else, such cultures are built on a foundation of love and accountability, in contrast with traditional cultures that are full of fear and stress. They are also based on high levels of trust, authenticity, transparency, integrity, learning, empowerment and egalitarianism.

**HEALING LEADERS: SEVEN STEPS TO RECOVERY OF SELF**

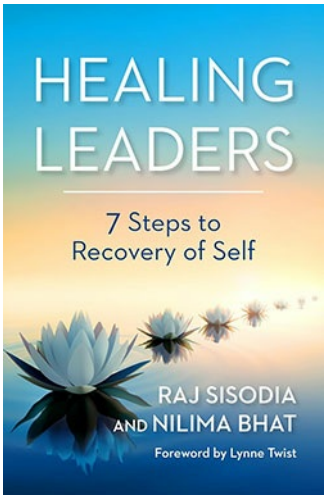
This transformative keynote/workshop is designed to address the often-overlooked personal dimensions of leadership. In today's complex and demanding business environment, leaders frequently find themselves disconnected from their core values, authentic selves, and deeper purpose. This workshop guides participants through seven critical steps of self-discovery, healing, and empowerment: Know Yourself, Love Yourself, Be Yourself, Choose Your Life, Express Yourself, Become Whole, and Heal Yourself. By exploring concepts such

as self-knowledge, self-love, authenticity, personal agency, self-expression, wholeness, and healing, executives embark on a profound journey of personal and professional growth. Participants gain practical tools to overcome personal barriers, heal past traumas, and tap into their full potential as leaders. This workshop isn't just about becoming a better leader—it's about becoming a more integrated, purposeful, and fulfilled human being who can then lead others with greater wisdom, compassion, and effectiveness. Executives who embark on this journey can look forward to not only enhanced leadership skills but also improved work-life balance, deeper personal relationships, and a renewed sense of meaning and purpose in both their professional and personal lives.

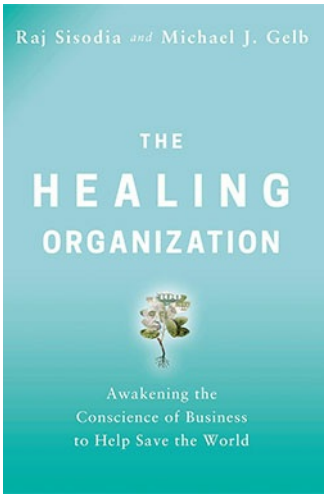
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## PUBLICACIONES

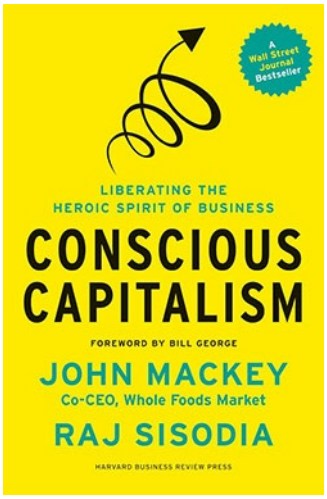
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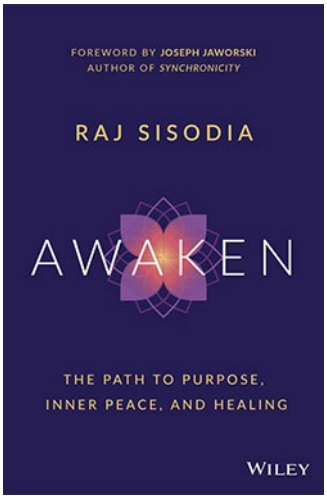

HEALING LEADERS



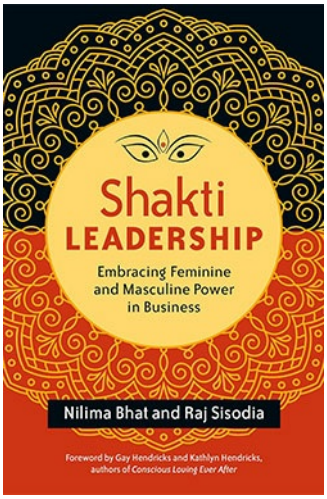

THE HEALING ORGANIZATION



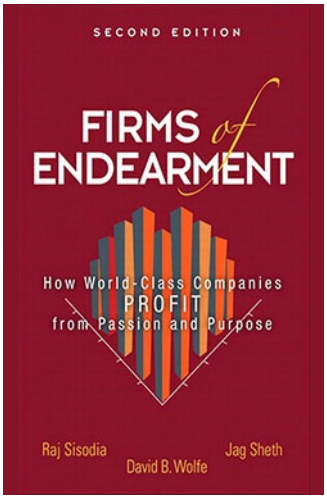

CONSCIOUS CAPITALISM



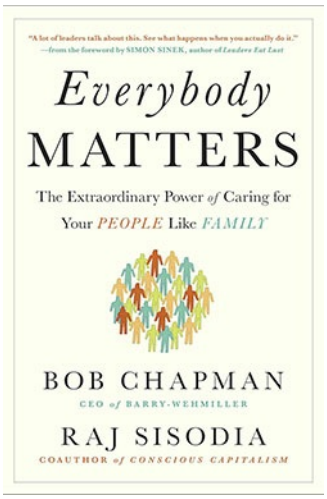

AWAKEN



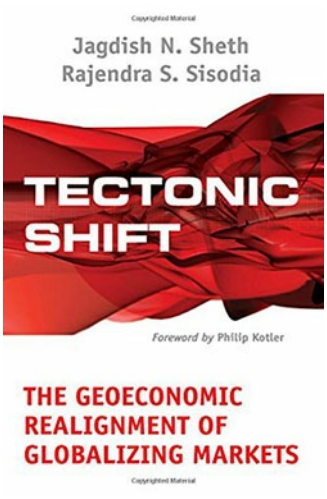

SHAKTI LEADERSHIP



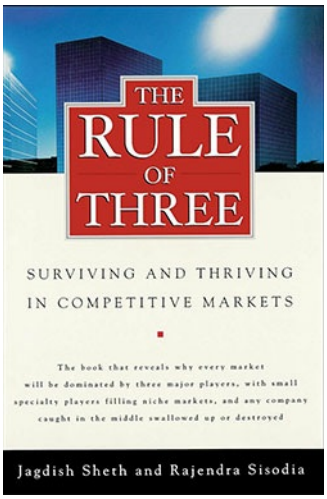

FIRMS OF ENDEARMENT




EVERYBODY MATTERS



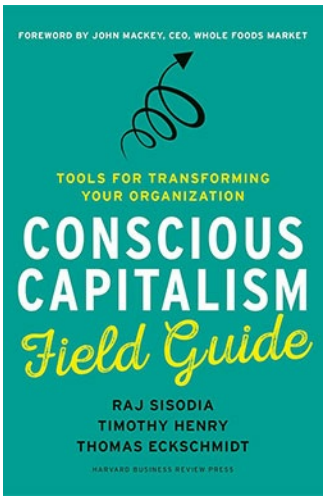

TECTONIC SHIFT



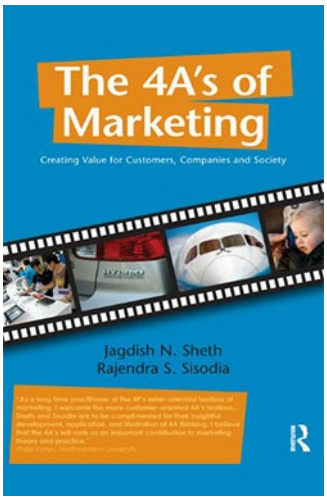

THE RULE OF THREE




DOES MARKETING NEED REFORM?




CONSCIOUS CAPITALISM FIELD GUIDE




THE 4 A'S OF MARKETING

## CONDICIONES

- **Travels from:** Boston, USA
- **Fee Range:** Please Inquire