



RAJ SISODIA

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

- FEMSA Distinguished University Professor of Conscious Enterprise at Tecnológico 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,

A founding member of the Conscious Capitalism movement, Raj Sisodia is FEMSA Distinguished University Professor of Conscious Enterprise and Chairman of the Conscious Enterprise Center at Tecnologico de Monterrey. He is the Co-Founder and Chairman Emeritus of Conscious Capitalism Inc., and President of Awaken Inc.

Previously, Raj was FW Olin Distinguished Professor of Global Business and Whole Foods Market Research Scholar in Conscious Capitalism at Babson College. He also spent 15 years at Bentley University as Trustee Professor of Marketing and Information Technology, Department Chair and founder/director of the Center for Marketing Technology.

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 co-author of the New York Times bestseller *Conscious Capitalism: Liberating the Heroic Spirit of Business* (2013) and Wall Street Journal bestseller *Everybody Matters* (2015). 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, he 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 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. He cohosts the podcast The Conscious Capitalists with Timothy Henry.

Raj has published sixteen books, including Firms of Endearment: How World Class Companies Profit from Passion and Purpose, which was named a top business book of 2007 by Amazon.com. His most recent books are Awaken: The Journey to Purpose, Inner Peace & Healing; The Healing Organization: Awakening the Conscience of Business to Help Save the World and The Global Rule of Three: Competing with Conscious Strategy.

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 and PayActiv.

Conscious Capitalism

Conscious Capitalism® is a philosophy based on the belief that a more complex form of capitalism is emerging that holds the potential for enhancing corporate performance while simultaneously continuing to advance the quality of life for billions of people.

Conscious Capitalism is not a business strategy or a business model. It is a comprehensive, internally consistent and externally aligned philosophy of doing business. Of course, we don't assert that the way we have defined Conscious Capitalism is the final word. It is a dynamic concept, one that will evolve as our consciousness grows.

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

PROGRAMAS

CONSCIOUS CAPITALISM: LIBERATING THE HEROIC SPIRIT OF BUSINESS

Based on the New York Times bestseller *Conscious Capitalism: Liberating the Heroic Spirit of Business* (Harvard Business Publishing, 2013). Capitalism has been extraordinarily successful over the past two centuries at raising human living standards, life expectancy and life satisfaction. But the old way is not working any more. The world has changed so much and people have evolved so rapidly that we need to bring a higher level of consciousness to the world of business. Conscious Capitalism is an emerging paradigm that realigns business to the emerging realities of our world. Conscious businesses deliver extraordinary financial performance while creating multiple kinds of positive value for all stakeholders: intellectual, physical, ecological, social, cultural, emotional and even spiritual.

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.

EVERYBODY MATTERS: WHY HOW YOU LEAD TRUMPS WHO YOU LEAD

Based on Raj’s book *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family* (Portfolio Books, 2015.) In this talk, I share the lessons learned throughout the transformation of capital equipment and engineering consulting firm Barry-Wehmiller as well as Chapman’s own personal transformation as a leader. You’ll get an insider’s view of the steps Chapman and his team undertook to create a thriving organization where making people feel valued, cared for, and an integral part of the organization’s shared purpose is the priority. You’ll be inspired and equipped with tangible actions to implement today to build an exceptional organization for tomorrow. “Everyone wants to do better. Trust them. Leaders are everywhere. Find them. People achieve good things, big and small, every day. Celebrate them. Some people wish things were different. Listen to them. Everybody matters. Show them.”

THE HEALING ORGANIZATION

Based on Raj’s book *The Healing Organization: Awakening the Conscience of Business to Help Save the World* (Harper Collins 2019). We live in a world of extraordinary pain and suffering. Public confidence in major corporations is at an all-time low. Why? Too many businesses exploit their people and harm their communities for short-term profit. If we are not consciously part of the healing, we are probably part of the hurting. But it doesn't have to be this way. Business can become the primary agent for healing society. This is not about healing businesses; it is about business as healing. Business can take wounded people, broken communities and damaged ecosystems and make them whole again – and businesses that operate in this way will be more successful and profitable over time. I will

share stories of such businesses and extract lessons from them.

SHAKTI LEADERSHIP: LEVERAGE FEMININE AND MASCULINE POWER FOR CONSCIOUS CAPITALISM

Based on Raj's book *Shakti Leadership: Embracing the Feminine and Masculine Future of Business* (2016). Our current one-sided notion of a leader's power is a root cause of a host of contemporary problems, including social breakdown, environmental degradation, an epidemic of depression, and corruption in business and government. Whether we are male or female, we have been trained to value leadership qualities that are traditionally thought of as masculine: hierarchical, individualistic, militaristic. Reaching into ancient spiritual and mythical teachings, this talk revives a feminine archetype of leadership: generative, cooperative, creative, empathetic. In the Indian yogic tradition, these qualities are associated with Shakti, the source of creation, sustenance, and transformation that powers the cycle of life. Shakti Leadership seeks to restore a long-lost balance of masculine and feminine energies for men and women alike. All leaders can learn to operate from a consciousness of life-giving creativity and sustainability to achieve self-mastery and be of selfless service. When leaders of both genders embrace this mindset, we can restore sanity, elevate humanity, and heal the planet by evolving consciously together.

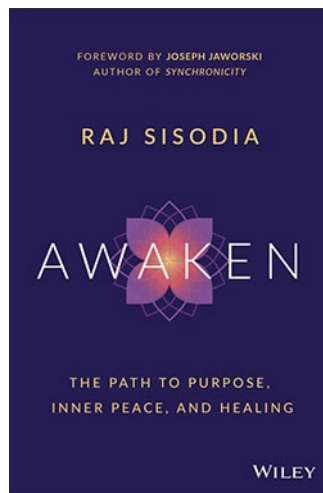
HEALING LEADERS: SEVEN STEPS TO RECOVERY OF SELF

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

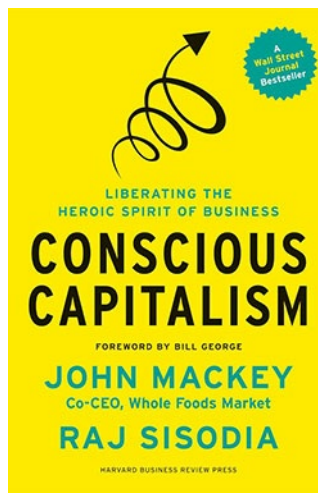
lead others with greater wisdom, compassion, and effectiveness. Executives who embark on this journey can look forward to not only enhanced leadership skills but also improved work-life balance, deeper personal relationships, and a renewed sense of meaning and purpose in both their professional and personal lives.

PUBLICACIONES

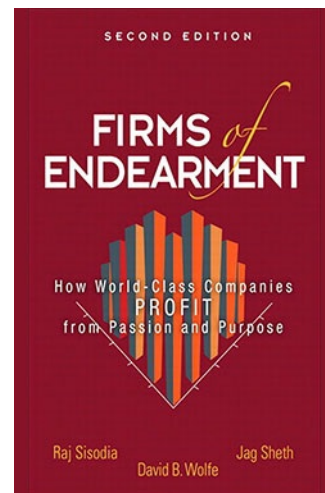
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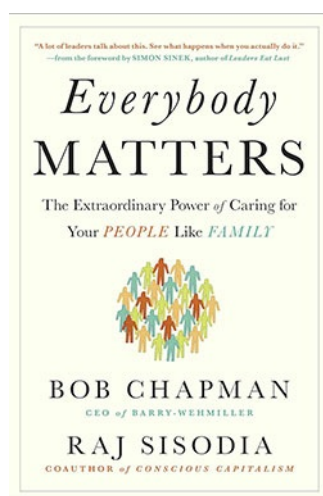
AWAKEN



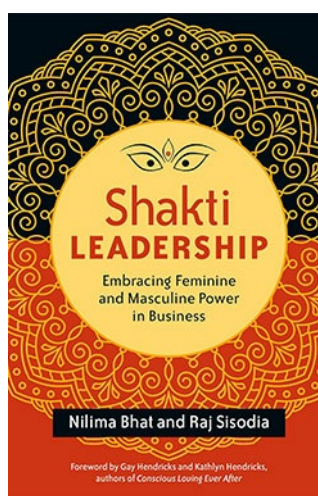
CONSCIOUS CAPITALISM



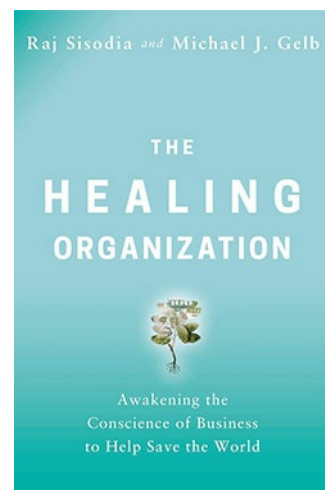
FIRMS OF ENDEARMENT



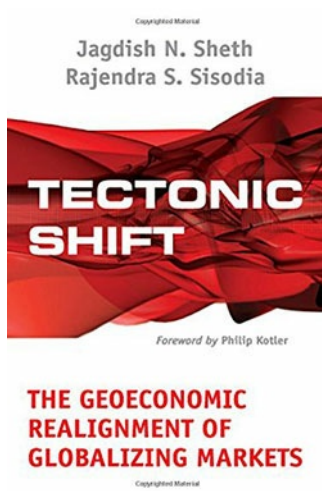
EVERYBODY MATTERS



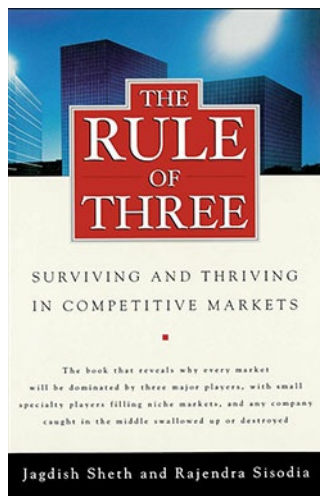
SHAKTI LEADERSHIP



THE HEALING ORGANIZATION



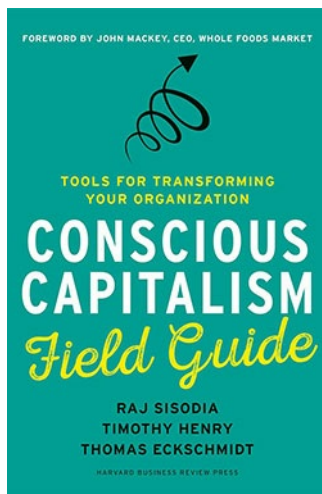
TECTONIC SHIFT



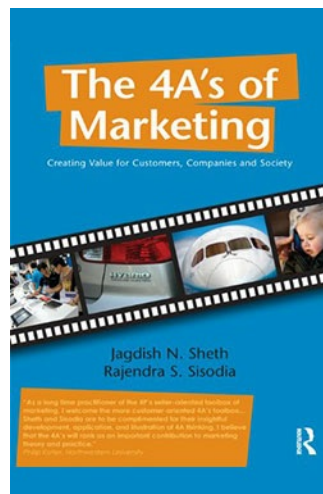
THE RULE OF THREE



DOES MARKETING NEED REFORM?



CONSCIOUS CAPITALISM
FIELD GUIDE



THE 4 A'S OF
MARKETING

CONDICIONES

- **Travels from:** Boston, USA
- **Fee Range:** USD 20.000 to USD 40.000