

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



Review by: Joy Stoddard

I love this book. With *Conscious Capitalism: Liberating the Heroic Spirit of Business*, John Mackey and Raj Sisodia create a roadmap to make the world a better place through conscious business.

According to Mackey and Sisodia, the four tenets of conscious capitalism include stakeholder integration, higher purpose and core values, conscious leadership and conscious culture and management. Disparaging crony capitalism, the authors guide us through examples of the four tenets from conscious businesses like Whole Foods Market, Southwest Airlines, Patagonia, Google and others that are familiar and accessible to readers. The book makes such possibly foreign concepts easy to grasp, and it's power is in its positivity.

An example of a higher purpose of Whole Foods Market is poverty alleviation in communities around the globe that supply the company with products, such as coffee, tea, cacao, tropical fruits and vegetables and spices. Through Whole Planet Foundation, Whole Foods Market empowers microentrepreneurs to create or expand home-based businesses and have the opportunity to left themselves and their families out of poverty. I hope the book encourages thousands of business owners to manifest their unique purpose, and incorporate stakeholder integration. It's possible and profitable! Naysayers should read Appendix A: The Business Case for Conscious Capitalism.

My dad always says you should do what you like because you'll likely be doing it for at least 8 hours a day. As a Whole Foods Market team member for 12 years, I have witnessed core values in action in this conscious capitalism business. If I weren't a Whole Foods Market team member already, I would apply after reading the book! Best wishes to all the CEOs out there who want to run a conscious business, and are now inspired by Mackey and Sisodia who are leading the way.