

*Paul Hoyt's "Office Hours" Series*



# THE **Awakened** CEO System

## Office Hours

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# Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

[www.YouTube.com/user/PaulHoyt](http://www.YouTube.com/user/PaulHoyt)

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# The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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# The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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# Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate  
of businesses in America

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# Our Vision...

To help millions of CEOs and  
Entrepreneurs accelerate their business  
growth and enjoy greater harmony and  
balance in their lives

*Please Pass the Word!*

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# Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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## Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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## Today's Topic:

# Are You Awake? The Art of Conscious Business Leadership

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# The Key Performance Areas



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# The Key Performance Areas



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THE **Awakened** CEO  
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A Balanced and Comprehensive Approach  
to Business Growth, on multiple levels



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# Levels of Performance

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



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# The Awakened CEO System



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# Agenda

- On Consciousness
- Great From The Start
- Conscious Capitalism Principles
- The Triple Bottom Line
- Why it Works... and When it Doesn't Work
- The Bottom Line

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# On Consciousness

- I have been a student of wisdom, higher consciousness, enlightenment, and awakening for 50 years
- I am as passionate about personal and spiritual growth as I am about being a business consultant...
- ... but that's not quite what we are talking about today



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# On Consciousness

- Today, we are not talking about Conscious people, who are Awakened, Aware, and act out of Love
- We are talking about Conscious Leaders and Conscious Businesses, who are Awakened and Aware of their entire ecosystems...
- ... and act with great wisdom



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# Great From The Start

- Subtitle: How Conscious Corporations Attract Success
- By John B. Montgomery, 2012
- Founder of Montgomery & Hansen, LLP, a Silicon Valley based corporate law firm
- Founder of Startworks, a tech incubator
- “A student of non-dual philosophical systems, neuroscience, developmental theory and organizational development”



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# Great From The Start

- Book is about success, with chapters on:
  - Vision, values, culture
  - Business model, mentors, teams
  - Engaging with your board
  - Working with investors, and VCs
  - Creating a strong legal foundation
  - Multiple intelligences
  - Cultivating Consciousness

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# Conscious Capitalism Principles

- Corporations exist to maximize profits AND to **provide a positive material impact on society and the environment**, instead of existing solely to maximize profits for shareholders
- See the corporation as a part of a complex ecosystem of multiple stakeholders
- Leaders are passionately committed to personal and professional growth



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# Conscious Capitalism Principles



ConsciousCapitalism.org

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# Higher Purpose

- Recognizing that every business has a purpose that includes, but is more than, making money. By focusing on its Higher Purpose, a business inspires, engages and energizes its stakeholders.

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# Stakeholder Orientation

- Recognizing that the interdependent nature of life and the human foundations of business, a business needs to create value with and for its various stakeholders (customers, employees, vendors, investors, communities, etc.). Like the life forms in an ecosystem, healthy stakeholders lead to a healthy business system.



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# Conscious Leadership

- Human social organizations are created and guided by leaders – people who see a path and inspire others to travel along the path. Conscious Leaders understand and embrace the Higher Purpose of business and focus on creating value for and harmonizing the interests of the business stakeholders. They recognize the integral role of culture and purposefully cultivate Conscious Culture.



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# Conscious Culture

- This is the ethos – the values, principles, practices – underlying the social fabric of a business, which permeates the atmosphere of a business and connects the stakeholders to each other and to the purpose, people and processes that comprise the company.

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# The Triple Bottom Line

- UN sponsored accounting framework (1987) in three dimensions:
  - Social
  - Environmental
  - Financial
- Term coined by John Elkington (1997)



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# Quadruple Bottom Line

- Also expressed as
  - People
  - Planet
  - Profits
  - Presence

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# The Power of Personal Growth

- Those who have made great progress on their personal paths are almost universally
  - better team players
  - more ethical, of higher integrity
  - healthier and have more energy

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# Comparisons

Business as usual	➔	Business as a force for good
Competition	➔	Cooperation
Manipulation	➔	Integrity
Secrecy	➔	Transparency
Profit at any cost	➔	Profit with principles
Short-term perspective	➔	Visionary leadership
Limited thinking	➔	Global perspective

- From EnlightenedBusinessSummit.com



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# Why This Works

- Passion and power are enhanced with a sense of purpose
- Purpose → Passion → Power → Profits
- Relationships are the cornerstone to any company's success
- People know whether you care
- Loyalty and concessions are enhanced with great relationships
- Karma



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## When it Doesn't Work...

- Fundamental business model and performance issues
- Sometimes people forget about the profits, and think that good intentions are enough
- Having difficulty setting boundaries
- They don't learn what they need to learn and do what they need to do
- Lip service

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# The Progression

- A Selfish and Ruthlessly Competitive Business
- A Fair and Professional Business
- Conscious Business
- Enlightened Business, run by an Awakened CEO

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# Awakened CEOs

- Look at their business as a reflection of their soul
- Look at all problems and challenges as lessons and opportunities to grow
- Apply spiritual principles and core values to every business issue or opportunity
- Primarily focused on human potential and personal growth



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# To Implement

- Define your core values
- Find your purpose
- Go through the KPAs one by one
  - Do a value audit
  - Define practices that consistent with your core values, that are “conscious” or “enlightened”
- Walk the talk

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# The Bottom Line

- Conscious Business Leadership is an emerging movement
- You may find great benefit for your business in implementing the principles
  - Better productivity
  - Better teamwork and culture
  - Improved loyalty
  - Better relationships

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# Homework / Exercise

- Consider becoming a Conscious Business
- Get the book Great From the Start by John B. Montgomery
  - Limited free copies available!
- If you need help or support, get a mentor or coach



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# Related Office Hours

- 01 – Take Complete Responsibility
- 42 – The Future of Business
- 53 – Claiming Your Own Truth
- 81 – The Power of Why
- 91 – Emotional Intelligence

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# Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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# Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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# Next Office Hours: May 9th

- Topic is: TBD
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)
- Do your homework!

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# Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at [paul@paulhoyt.com](mailto:paul@paulhoyt.com)  
call or text: 415.997.8001
- [www.SchedulePaul.com](http://www.SchedulePaul.com)



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