

# LIVE AND ONLINE

Since 2015

CERTIFIED CONSCIOUS  
CAPITALIST CONSULTANT

CERTIFICATION PROGRAM  
CBJ ACADEMY



# CONSCIOUS BUSINESS JOURNEY ACADEMY

CERTIFIED CONSCIOUS CAPITALIST CONSULTANT  
AND CONSCIOUS BUSINESS CHANGE AGENTS PROGRAMS



*"To survive and succeed, every organization will have to  
turn itself into a Change Agent."*

*-Peter Drucker*



Dear Conscious Capitalist:

We welcome you to the opportunity of joining a select of professionals aligned with our purpose: *to accelerate the UPGRADE of leaders and their organizations to create better businesses for a better world*. This program, longest in activity (since 2015) and largest community in the world, with over 1,200 Certified Conscious Capitalist Consultants / Conscious Business Change Agents distributed in 26 countries and the only one, that exclusively offers the Conscious Capitalism Field Guide (Harvard Business Review Press) content for its participants in addition to over 40 tools designed from experience and practice by us at Conscious Business Journey and CBJAcademy.

This Program is designed specifically for professionals who are interested in implementing the fundamentals of conscious capitalism in their organization or serving other organizations in the evolutionary process to lead the transition to the new economy and a TEAL organization.

The Program features small-group, faculty-led consultations; customized content, case-based experience; and unprecedented access to conscious capitalism knowledge and tools, and the exclusive content of Conscious Capitalism Field Guide (Harvard)—all of whom, committed to deliver a transformational learning experience.

Highlights of this highly interactive live and online program includes:

- Fundamentals of Conscious Capitalism
- Advanced techniques for implementing fundamentals of conscious capitalism
- 50+ exclusive tools for project implementation
- Real-world case studies
- Case based learning throughout the program
- Networking

Given the highly personalized nature of our program, it is limited to 10 participants who have to submit a letter of motivation prior be accepted to the program.

You will emerge from this program a highly skilled and confident to be a speaker for the fundamentals of conscious capitalism and deliver implementation project on this area.

I hope you will take advantage of this exceptional learning experience.

Sincerely,

Patricia Tavares  
Chief Academic Officer

# CERTIFIED CONSCIOUS CAPITALIST CONSULTANT & CONSCIOUS BUSINESS CHANGE AGENT PROGRAM



This advanced program is strictly limited to 10 participants. Participants typically have beyond 5 years of professional experience and have had leadership experience. A brief application is required, please refer to the link at the end of this brochure to apply. If you have questions about your eligibility, please contact [join@CBJourney.com](mailto:join@CBJourney.com).

The program is structured in 9 weekly modules, with 90 minutes live interactive content, additional recorded sessions made available individual weekly activities and peer mentoring.

## MODULE 1: FUNDAMENTALS OF CONSCIOUS CAPITALISM

This module offers an introduction to the fundamentals of conscious capitalism and new economy trends and has the objective to help each participant articulate their own expression of conscious capitalism. This is associated to a first program task, to deliver a recorded 10 to 20 minutes presentation to be shared within the group of participants.

## MODULE 2: EVOLUTIONARY PURPOSE\*

This module explore the reason why an organization exists and offers a structured approach to help the participant mine the purpose of any organization as well as understand when it has to be updated and evolve. The expression “evolutionary purpose” is borrowed from the Reinventing organizations” work from Frederic Laloux.

## MODULE 3: STAKEHOLDER INTERDEPENDENCE\*

This module explore the interdependence in our business environment, in alignment with the latest trends of Davos Stakeholder Capitalism and Business RoundTable Manifesto and bring an approach far beyond just recognition of stakeholders, as traditionally offered by a multitude of methodologies.

## MODULE 4: RESPONSIBLE CULTURE

The culture is the unique element to generate significant differentiation of a business, taking from a utilitarian level to a community, creating belonging a legion of promoters. The idea of a responsible culture is unique beyond a conscious culture as all cultures are conscious, including the bad ones.

## MODULE 5: CARING LEADERSHIP

The leadership element to this journey is the foundation of the change. Conscious leadership is no longer enough, the servant leadership from Robert Greenleaf is incomplete. In a world that needs healing, leadership has to develop a caring approach which has the ability to serve the purpose and care for all to create a responsible culture.



Don't miss out  
The Certified Conscious Capitalist Consultant and Conscious Business Change Agent Program is highly interactive and features a unique community and learning opportunity in addition to:

- Fundamentals of Conscious Capitalism
- Advanced techniques for implementing fundamentals of conscious capitalism
- 50+ exclusive tools for project implementation
- Real-world case studies
- Case based learning throughout the program
- Networking

\* This two modules have two 90 min. session and all other are 1 90 min session each

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## MODULE 6: VALUE CREATION

The traditional mindset of financial value creation is no longer enough to measure success and create long term value for the business ecosystem. ESG, SDG and just a few intents to explore nonfinancial values that are key to build true interdependence, and this module is in place to practice a new way of creating value in a multiple dimensions.

## MODULE 7: BONUS SESSION – IMPLEMENTATION / ACTIVATION

This session has the objective to help consultants explore the opportunities to implement the fundamentals of conscious capitalism, understand the key hurdles and connect the different conscious capitalism project streams with each other, sharing traditional pain points and also connect the 5 modules within each other.

## LEARNING METHODOLOGY

The learning methodology for the program is has four levels of depth: Discovery (understanding the concepts), Dive (identifying its practice, Disrupt (making the change happen), and Demonstrate (sustaining the change in the long run).

This program is case based learning, and the practice / participation / sharing is a fundamental tool for the knowledge education process.

Participants will complete a full case from start to end during the 9 weeks program.

Additionally, at every session we will explore real cases and practice decision making based on the scenarios presented. All participants will have access to the session recording for 12 months after the end program, the PowerPoint slides for their personal use only and a toolkit. All content can be used exclusively by the participants of the program and must include the source: CBJourney.com

## PROGRAM STRUCTURE

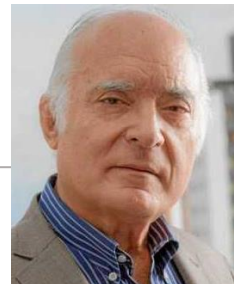
The program is divided into 9 modules. Each module is 90 min. long and delivered online through Zoom platform. All session will be recorded for the exclusive use of the participants. Each additional module requires an approximate 2 to 3 additional hours of work.

To receive the Conscious Business Change Agent Certificate, participants must complete 2 tasks:

- Deliver a conscious capitalism presentation of about 10 to 20 minutes to be shared with the participants (and be able to be a speaker of conscious capitalism under the **CBJS**peaker platform

To receive the Certified Conscious Capitalist consultant recognition, participants have 24 months to complete one of the following tasks:

- Complete the case study (5 tasks: purpose, stakeholder map, culture values definition and behaviors, value creation map for 2 stakeholders)
- A public presentation about conscious capitalism to be shared at the **CBJS**peakers platform
- A project in one of the areas of conscious capitalism and share the result with the other participants.



*“After so many conscious capitalism conferences, this is finally the best program I have ever participated”.*

**Alfredo Hoyos**

President & Founder of  
Frysby Foods

Colombia



# CERTIFIED CONSCIOUS CAPITALIST CONSULTANT & CONSCIOUS BUSINESS CHANGE AGENT PROGRAM



This program is one of the few programs still being facilitated directly by Thomas Eckschmidt, bringing his vast project experience and cases in the field of conscious capitalism practice.

## THOMAS ECKSCHMIDT

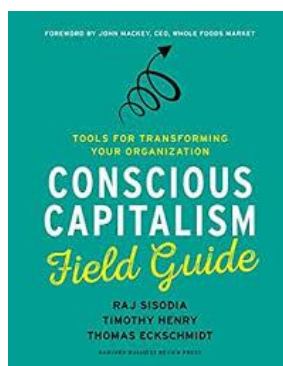
My purpose is to accelerate the change towards a more conscious business ecosystem. My professional experience has three acts: a decade working in the corporate world, a second decade working in consulting services and the last act starting businesses, filing 4 patents, receiving 10 entrepreneurial awards and publishing 26 books. My entrepreneurial journey connected me with conscious capitalism and trained & certified the largest global network of conscious capitalism consultants with 1,200 professionals in 26 countries. Cofounder of CC in Brazil and Peru and partner with CC in Mexico and Israel.



1<sup>st</sup> Practical book published on implementation of conscious capitalism in association with Conscious Capitalism Brazil



Practical book to implementation fundamentals of conscious capitalism in association with Conscious Capitalism International



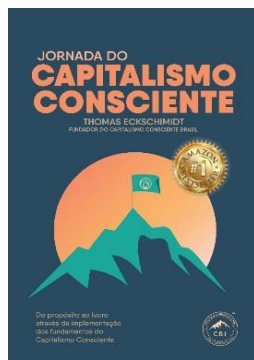
Book coauthored with Raj Sisodia and Timothy Henry published by Harvard Business Review Press and available in Spanish



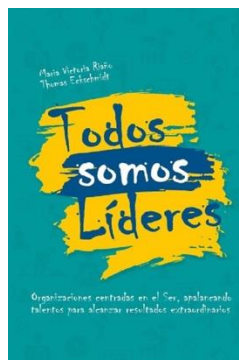
Guide to implement conscious capitalism with quick and actionable steps (Spanish Edition was Amazon Best Seller on its debut.



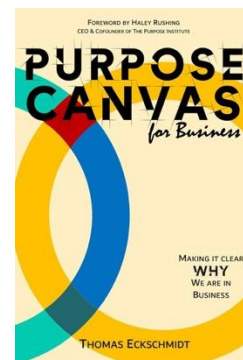
Book of Conscious Business Practices in 5 major areas: Governance, Employees, Customers, Suppliers and Community



Upgrade of Fundamentals of conscious capitalism available and symbolic price to allow access to all



Conscious capitalism is action thought a Colombian company transforming its people and all around



A book that purpose clarification to the next level

# CERTIFIED CONSCIOUS CAPITALIST CONSULTANT & CONSCIOUS BUSINESS CHANGE AGENT PROGRAM



## TARGET AUDIENCE

If you are an active consultant, a business leader, corporate change agent, internal consultant or interested in changing career to start your practice, and you believe that business can be a force of good in the world, this might be the program that you were waiting for.

Here you will learn a business philosophy that has generated 7 times higher financial results than what the average market performance delivered in the long term (15 to 20 years).

## BENEFITS

This program offers an exclusive content, the only program in the that can use the content from **Conscious Capitalism Field Guide (Harvard)** for executive education and certification.

- 50 plus exclusive tools to implement the fundamentals of conscious capitalism
- Participate in a vibrant community of 750 certified consultants in 16 countries
- Be promoted as a conscious capitalism speaker at the **CBJSpeaker** Platform
- Be invited to participate in the Global Conscious Business Network and continuously learn from project experiences and other practitioners
- Certified members will have your certification shared in CBJourney LinkedIn
- Program offered in Portuguese, Spanish, English and Hebrew/English

## FEES AND DATES

September 2021 and February 2022

USD \$2,500+IVA

## REGISTRATION INFORMATION

Registration should be done upon request to [join@CBJourney.com](mailto:join@CBJourney.com) – please add to the subject line BOD Certification.

There will be an introductory tech session offered in advance of the program, and opportunities during the program to network with faculty, staff and your fellow classmates.

## REQUIREMENT

In addition to completing a brief application, participants will be invited for an interview to clarify and program questions and share their expectations and a final decision of their application.

If you have questions about your eligibility, please contact [join@CBJourney.com](mailto:join@CBJourney.com).



*“Thomas is one of one of the most passionate and committed to the spread of conscious capitalism around the world”.*

(from forward of the book **Fundamentos do Capitalismo Consciente**)

**Raj Sisodia**

Cofounder of Conscious  
Capitalism

