



CONSCIOUS BUSINESS™ CHANGE AGENT PROGRAM



FROM PURPOSE TO PRACTICE

The Conscious Business™ Change Agent program has cracked the code of taking the principles of conscious capitalism from a make-sense philosophy to a system of action and measurement.

The Conscious Business™ Change Agent Program uses the unique patented Discover, Dive & Disrupt® approach to elevate the learning experience and provide you with a long-term set of meaningful strategies and tools to help you create more shared value for your entire stakeholder ecosystem.

Capitalism is the greatest system of socio-economic value creation available for humanity, and the time has never been more critical to elevate the practice of capitalism to create more profit and PROSPERITY for all. Join Us! A Conscious Business Journey (CBJ) is an organization based in Miami USA and founded by a group of conscious capitalist enthusiasts based out of Brazil, Israel and USA. **Our PURPOSE is to accelerate the impact of organizations committed to improving the world by training PEOPLE.** Our passion is to make the conscious capitalism philosophy actionable and real. After holding 19 sessions in USA, Colombia, Brazil, Cuba and Israel, **join us for the first edition in Europa, to be held in Lisbon.**

CBJ

**Official Program
in Portugal**

June 26-27 2019

LISBON, location to be
confirmed





PROGRAM LEADER



THOMAS ECKSCHMIDT

- Founder of conscious capitalism chapter in Brazil and Argentina
- Co-author of Conscious Capitalism Field Guide (HBR 2018) and Fundamentos do Capitalismo Consciente (Voo – 2016)
- Entrepreneurial journey spanning 20 countries, 10 books, and 4 patents filed

ABOUT CONSCIOUS BUSINESS JOURNEY™

The CBJ program is based on a patented approach *Discover, Dive & Disrupt*® which enhances the learning experience and provides practical tools, to help organizations thrive in the long term, leading a prosperous way for all stakeholders in the ecosystem – customers, suppliers, community, employees, investors and environment.

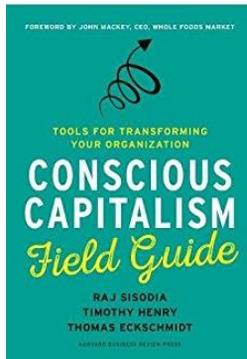
We use a variety of learning methods, including gamification, case studies, lectures, and knowledge sharing.

We provide practical knowledge, guidance, inspiration and connections in a rapidly expanding world community.

EXCLUSIVE CONTENT

The content of the program is based on:

- two books focused on the practical side of implementing conscious capitalism
- dozens of case studies from all over the world
- consulting projects and development workshops with organizations that have been engaged in the Conscious Business Journey™ for the past four years



Conscious Capitalism
Field Guide
(HBR 2018 – English)



Fundamentos do
Capitalismo Consciente
(Voo 2016 - Portuguese)

WHO WILL BENEFIT MOST FROM THIS PROGRAM

- Business Owners
- C-Suite Leaders
- High-Potential Employees
- Consultants and Professional Services Providers
- Culture Champions
- Entrepreneurs
- HR Leaders
- CSR Leaders



KEY BENEFITS



Clear understanding of conscious capitalism model vs. other approaches



Global perspective of new economic challenges and conscious solutions



New strategic insights about the meaning of running a conscious business



Practical tools to map the conscious journey for any business



Ability to build an action plan to implement conscious capitalism

An amazing opportunity to pause, and give yourself:



3

INNOVATIVE
LEARNING
METHODS

2

INSPIRING
DAYS



1



FORMAL CBJ
CERTIFICATION



WHAT CERTIFIED MEMBERS SAY



“The course was incredible. In these 2 days I was able to dive and know more about the fantastic world of Conscious Capitalism and new economy. Congratulations!”

Rodrigo Aguiar
Regional Director Natura



“The Conscious Capitalism Course is an incredible journey on how to undertake creating value, engaging your employees and, above all, doing good to the world. Essential for the survival of any company and for the future of our planet.”

Claudia Kubrusly
Partner at Voo Publishing



“As for someone who leads a business by conscious capitalism fundamentals, I was personally overwhelmed by the energies and the mind-blowing content delivered in this program. It was amazingly organized, diverse and inspiring. Thank you!”

Erez Yerushalmi
Entrepreneur - Avante

MORE QUESTIONS THAN ANSWERS? YOU'RE PERFECTLY FINE



Another take-away from this program that we guarantee, is that as a thinking conscious capitalist, you might go home with more questions than answers. And that's totally ok. It's a part of your accelerated journey.

The super-tools we will equip you with and the new amazing community that you're now becoming a member of, will help you solve future, exciting challenges.

Join this community that is growing exponentially around the world, and have an amazing journey!