

# Profound Worldview Shifts Encoded in the *Conscious Business Declaration*



## Unconscious Economy

## Conscious Economy

Separation → Oneness

*Principle #1: We Are One with humanity and all of life. Business and all institutions of the human community are integral parts of a single reality — interrelated, interconnected and interdependent.*

Profit → Wellbeing

*Principle #2: In line with this reality, the purpose of Business is to increase economic prosperity while contributing to a healthy environment and improving human wellbeing.*

Infinite Growth → Regenerative

*Principle #3: Business must go beyond sustainability and the philosophy of “do no harm” to restoring the self-renewing integrity of the Earth.*

Opaque → Transparent

*Principle #4: Business must operate with economic, social, and ecological transparency.*

*Principle #5: Business must behave as a positive and proactive member of the local and global communities in which it operates.*

Mechanistic/  
Materialistic → Living  
Systems

*Principle #6: Business that sees, honors, and celebrates the essential interconnected nature of all human beings and all life maximizes human potential and helps create a world that works for all.*

Businesses  
with  
Missions → Missions  
with  
Businesses

*Principle #7: When aligned with Oneness, Business is the most powerful engine on Earth for creating prosperity and flourishing for all*