

**Module Eight**

***2016 Page & Johnson Legacy Scholar Grant***

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# **Introduction to Conscious Capitalism**

**Discussion Questions:**

1. Peter Drucker argued that “Profit for business is like oxygen for people: if you don’t have enough of it, you’re out of the game. However, if you think your life is about breathing you’ve clearly missed something.” What does Drucker mean by this? Do you agree with him?
2. Define ‘Conscious Capitalism.’ What arguments in favor of Conscious Capitalism seem most important to you?
3. What does it mean for an organization to be *conscious*? What is the difference between a responsibleand a *conscious* act?
4. Look at Whole Foods mission and values (https://www.wholefoodsmarket.com/mission-values). What do you think about the company’s *Product Mission*, *Economic Mission*, and *Social Mission*? What about the social causes the firm adopts? Does this information make you more or less likely to buy the company’s products? Is this what a for-profit company should be doing?
5. What are the main differences between Conscious Capitalism and Corporate Social Responsibility? Do you agree that Conscious Capitalism is a more inclusive and holistic approach to understanding the complex relationship between business and society?
6. What will be some characteristics and values of enterprises that will win stakeholders over in the 21th century? Give some examples.