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Igniting a conscious culture:

HOW TO CASCADE CONSCIOUS VALUES
TO YOUR ENTIRE TEAM

As a business leader, you've already seen the benefits of adhering to the principles of Conscious Capitalism. You've experienced first-hand how it can improve the way you think about business, multi-stakeholder decision-making processes, and your ability to have a purpose-driven mindset at work.

Imagine the kind of impact you could create across your organization and in the world if each of your team members also learned about, and adhered to, the mindset of a Conscious Culture.

While it's difficult to change collective mindset across an entire organization, we know from research that continuous reinforcement is critical in creating a lasting cultural shift. Research suggests that most people forget about 90% of what they learn in a seminar or hours-long course by the next day if there is no reinforcement¹.

Solutions at scale

Verb is the only Learning & Development platform that has original content focused specifically on Conscious Capitalism and creating a Conscious Culture. We deliver learning in bite-sized and collaborative activities that encourage users to learn on a continuous basis while regularly reinforcing new skills in real-world settings.



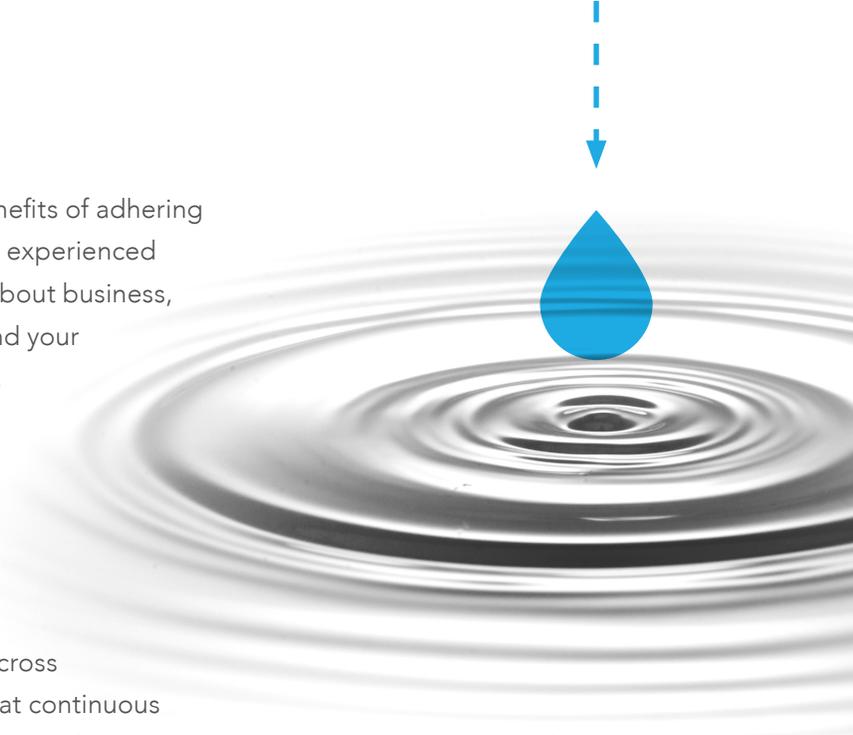
Verb's SVP of Learning, **Jessica Agneessens**, has over 20 years of experience building Conscious Capitalism-focused learning and development programs for Whole Foods Market. Jessica and her team have taken the critical aspects of Conscious Capitalism and distilled them into relevant, experiential lessons that demonstrate the power of these ideas in your teams' daily experience.

Let's take a look at how Verb teaches and reinforces each of the Conscious Capitalism tenets. Users get access to:

AN EXCLUSIVE CONTENT COLLECTION FOCUSED ON CONSCIOUS CAPITALISM.

Verb's content collections are full of bite-sized (5-20 minutes each), experiential activities that help employees learn in the flow of work, and apply the concepts they learn to their day-to-day responsibilities.

1 Praveen Shrestha. Ebbinghaus Forgetting Curve. Psychestudy. Nov. 17, 2017. <https://www.psychestudy.com/cognitive/memory/ebbinghaus-forgetting-curve>



Collections offered include:

Re-defining Capitalism Collection

- ▶ Capitalism and the World
- ▶ Capitalism Misunderstood
- ▶ Into to Consciousness

The 4 Tenets of Conscious Capitalism Collection

- ▶ Tenet 1: Higher Purpose
- ▶ Tenet 2: Stakeholder Integration
- ▶ Tenet 3: Conscious Leadership
- ▶ Tenet 4: Conscious Culture and Management

The Conscious Culture Collection

- ▶ Cultures of Trust
- ▶ TACTILE
- ▶ Building a Conscious Culture

Conscious Leadership Collection

- ▶ Leading on Purpose
- ▶ Servant Leadership
- ▶ Becoming a Conscious Leader

Stakeholder Philosophy Collection

- ▶ Interdependence and Dynamic Tension
- ▶ Primary and Secondary Stakeholders—the Outer Circle
- ▶ Shareholder vs Stakeholder Models

Higher Purpose Collection

- ▶ Purpose, Values, Vision and Mission
- ▶ Aiming at Purpose
- ▶ The 4 Ideals of Purpose

Conscious Management Collection

- ▶ The Role of Management in Conscious Business
- ▶ Decentralization and Collective Intelligence
- ▶ Supporting Empowerment
- ▶ Learning Organizations

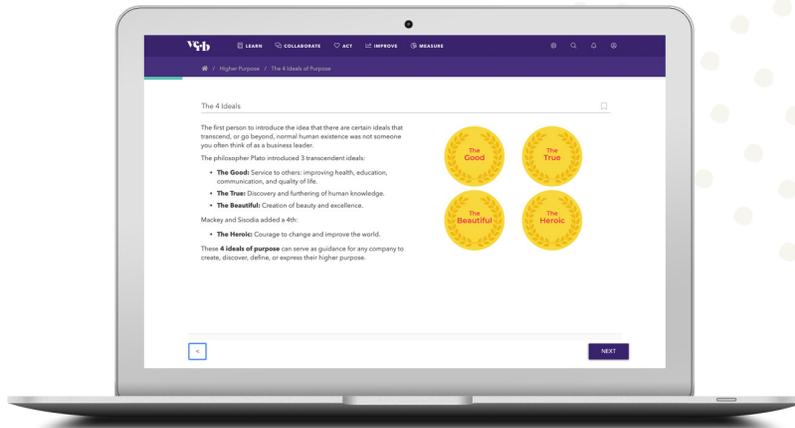
The Upward Spiral of Human Consciousness Collection

- ▶ 8 Stages of the Upward Spiral
- ▶ Spiral Dynamics in Action
- ▶ Conscious Capitalism in Spiral Dynamics

Company Profiles Collection

- ▶ Intro to Conscious Company Landscape
- ▶ Nordstrom
- ▶ Whole Foods Market
- ▶ Tata
- ▶ Southwest Airlines
- ▶ FedEx
- ▶ Patagonia
- ▶ Google
- ▶ Starbucks

To give you a better idea of how these collections can impact your organization on an individual level, let's take a look at one example that helps learners articulate their purpose.



In our collection “The 4 Ideals of Purpose” users can complete an activity that helps them check their personal statement to make sure it’s written to inspire.

The learner is walked through how a statement of purpose can be built around the ideas of “The Good, The True, The Beautiful, or The

Brave” and gives examples of each that could be turned into an anecdote.

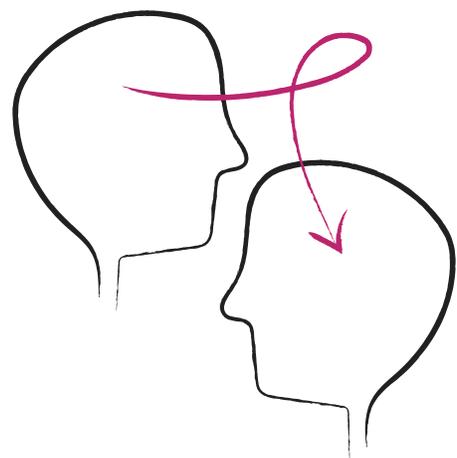
This activity guides employees of all levels as they assess their purpose statement and frame it in a light that resonates using Conscious Capitalism principles.

MENTORSHIP PAIRING, JOURNEYS, AND FEEDBACK TOOLS.

Mentorship helps employees:

- ▶ Practice skills in the real world
- ▶ Develop relationships with teammates
- ▶ Reflect on new skills and receive feedback from an expert

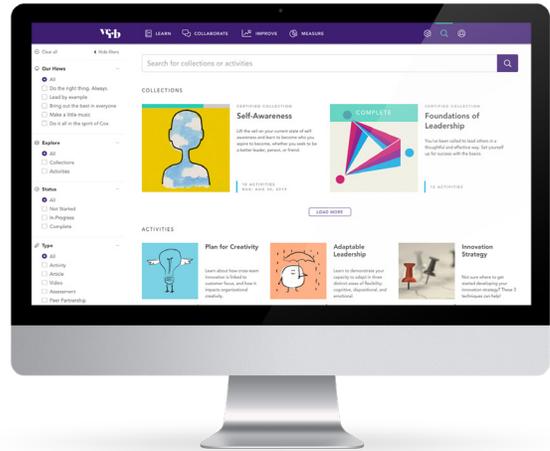
In Verb’s mentorship program, matching experts pair employees based on their areas of expertise and personal goals. Once matched, participants work through a structured mentorship journey equipped with discussion prompts, related content collections, and feedback tools to create the next generation of conscious leaders.



ACCESS TO THE FULL VERB CONTENT LIBRARY.

To supplement the Conscious Capitalism tenets, Verb's content library focuses on *whole person development*—the combination of being and doing. Content is searchable and on-demand, so as challenges arise in their day-to-day, your team has easy access to a wealth of knowledge that meets their needs, in real-time.

Whole person development fosters the growth of personal skills like consciousness and self-awareness in addition to more traditional professional skills. These personal skills are important elements when developing as a Conscious Leader, Conscious Culture, and Conscious Business.



Conscious Leader + Conscious Culture = Conscious Company

The most valuable asset of any company is the people who keep it running. While it's crucial for leadership to set the right tone and example and drive culture, a conscious culture is only actualized if employees at every level understand and accept the level of empowerment afforded by a conscious culture.

This can happen in a few simple steps:

- 1 Identify your organization's highest purpose and make it a recurring part of team communication and goals.
- 2 Give your people the tools they need to connect to your purpose, and unleash their creativity.
- 3 Get involved in the development of your people, because only through them will you unlock the magic of a conscious culture.

With the right mindset and tools, you can pass the benefits of Conscious Capitalism and purpose-driven business practices to your whole team and to all your stakeholders. A shift in mindset can create a shift in culture.

A Conscious Culture is attainable for you and your team. Verb can help you get there.

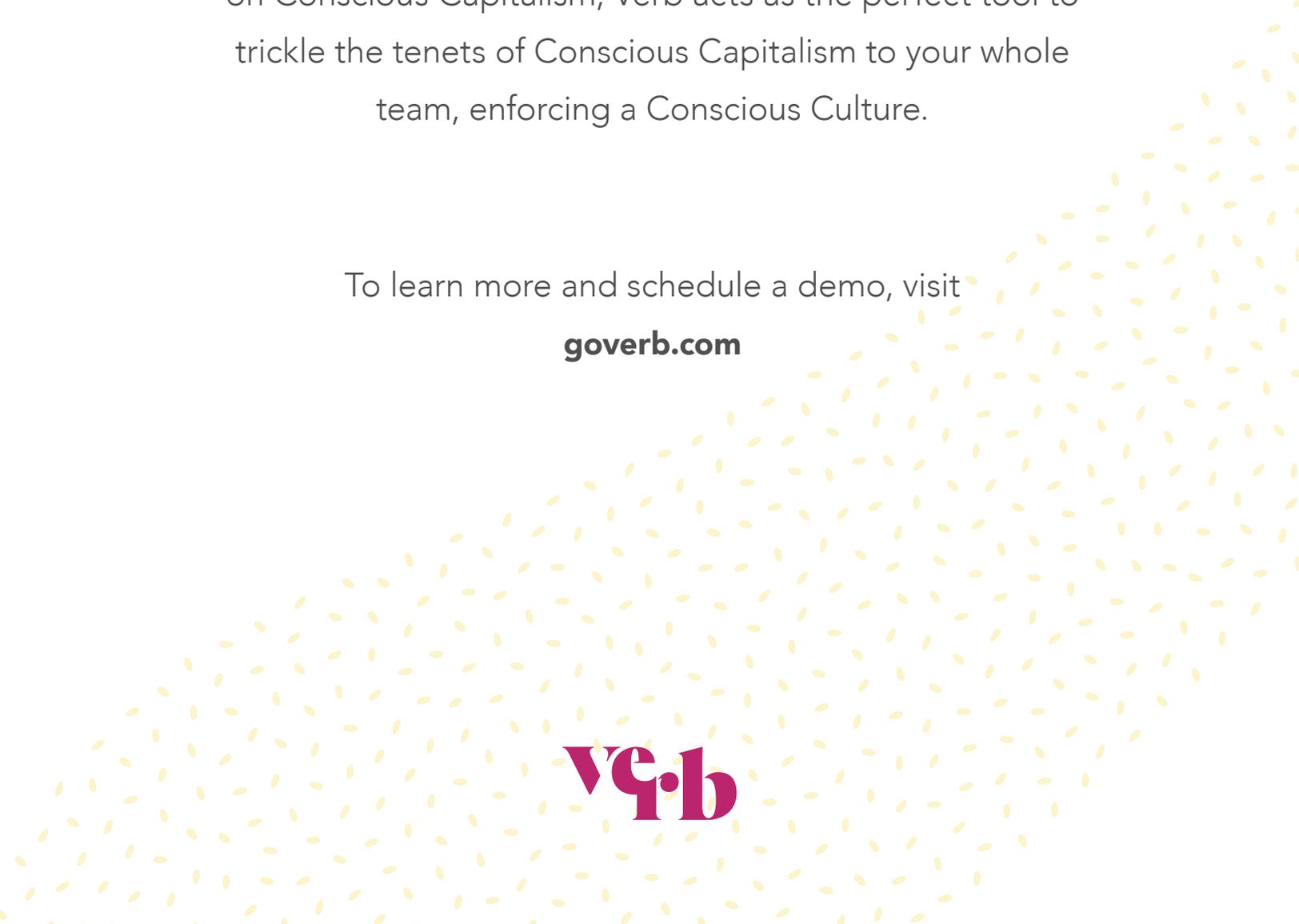
About Verb



Verb is a learning and development platform that uses bite-sized, experiential activities combined with a focus on whole person development to unlock human potential.

As the only L&D platform with unique content focused on Conscious Capitalism, Verb acts as the perfect tool to trickle the tenets of Conscious Capitalism to your whole team, enforcing a Conscious Culture.

To learn more and schedule a demo, visit
goverb.com



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