



# Conscious Business: How to Build Value Through Values

*Fred Kofman*

Download now

[Click here](#) if your download doesn't start automatically

# Conscious Business: How to Build Value Through Values

*Fred Kofman*

**Conscious Business: How to Build Value Through Values** Fred Kofman

**\*\*Winner of the 2009 Nautilus Gold Award\*\***

Consciousness is the main source of organizational greatness. Conscious business, explains Fred Kofman, means finding your passion and expressing your essential values through your work. A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders. It produces sustainable, exceptional performance through the solidarity of its community and the dignity of each member.

*Conscious Business* presents breakthrough techniques to help you achieve:

- Unconditional responsibility—how to become the main character of your life
- Unflinching integrity—how to succeed beyond success
- Authentic communication—how to speak your truth, and elicit others' truths
- Impeccable commitments—how to coordinate actions with accountability
- Right leadership—how being, rather than doing, is the ultimate source of excellence

A conscious business fosters personal fulfillment in the individuals, mutual respect in the community, and success in the organization, teaches Fred Kofman. *Conscious Business* is the definitive resource for achieving what really matters in the workplace and beyond.

## Excerpt

Consciousness is the ability to experience reality, to be aware of our inner and outer worlds. It allows us to adapt to our environment and act to promote our lives. All living beings possess consciousness, but human beings have a unique kind. Unlike plants and other animals, we can think and act beyond instinctual drives and conditioning. We can be autonomous (from the Greek, “self-governing”). While this autonomy is a possibility, it is not a given. We must develop it through conscious choices.

To be conscious means to be awake, mindful. To live consciously means to be open to perceiving the world around us, to understand our circumstances, and to decide how to respond to them in ways that honor our needs, values, and goals. To be unconscious is to be asleep, mindless. To live unconsciously means to be driven by instincts and habitual patterns.

Have you ever driven down the highway on cruise control, engaged in a conversation or daydreaming, only to realize you missed your exit? You didn't literally lose consciousness, but you dimmed your awareness. Relevant details, such as your location and the actions needed to reach your goal, receded from the forefront of your mind. Your eyes were open, but you didn't see. This is a poor way to drive—and an even poorer way to live.

Praise

“Consciousness has a real and deep business impact. Learning how to work in full congruence with our values has inspired every person in my team to be a better professional—and a better human being.”

—Sheryl Sandberg, Chief Operating Officer, Facebook

“Fred has been a true partner in our efforts to build a conscious organization, helping us move from aspiration to implementation. His advice is never easy, but always worthwhile.”

—Eugenio Beaufrand, Vice President, Microsoft Latin America

“*Conscious Business* translates the tools of organizational learning into day-to-day business applications. Both at Chrysler and DTE Energy, Fred’s work has allowed us to shift our culture faster, but with much greater sustainability than any other effort.”

—David Meador, Senior Vice President of Finance, Detroit Edison

 [Download Conscious Business: How to Build Value Through Val ...pdf](#)

 [Read Online Conscious Business: How to Build Value Through V ...pdf](#)

## **Download and Read Free Online Conscious Business: How to Build Value Through Values Fred Kofman**

---

### **From reader reviews:**

#### **Tim Simmons:**

In this 21st century, people become competitive in every single way. By being competitive currently, people have to do something to make themselves survive, being in the middle of typically the crowded place and notice through surrounding. One thing that often many people have underestimated it for a while is reading. That's why, by reading a publication your ability to survive improves then having a chance to endure than others is high. In your case who want to start reading a new book, we give you this *Conscious Business: How to Build Value Through Values* book as nice and daily reading reserve. Why, because this book is greater than just a book.

#### **Thad Whitehead:**

Reading a reserve tends to be a new life style within this era globalization. With studying you can get a lot of information that could give you benefit in your life. Together with books everyone in this world can certainly share their idea. Books can also inspire a lot of people. A great deal of authors can inspire their very own reader with their story or even their experience. Not only the storyline that share in the books. But also they write about the ability about something that you need instance. How to get the good score toefl, or how to teach your kids, there are many kinds of books which exist now. The authors nowadays always try to improve their skill in writing, they also do some analysis before they write with their book. One of them is this *Conscious Business: How to Build Value Through Values*.

#### **Samuel Hamby:**

The particular book *Conscious Business: How to Build Value Through Values* has a lot of details on it. So when you read this book you can get a lot of profit. The book was published by the very famous author. McDougal makes some research ahead of writing this book. This kind of book very easy to read you will get the point easily after perusing this book.

#### **Owen Neri:**

Exactly why? Because this *Conscious Business: How to Build Value Through Values* is an extraordinary book that the inside of the publication waiting for you to snap the idea but later it will zap you with the secret the item inside. Reading this book close to it was fantastic author who wrote the book in such a wonderful way makes the content within easier to understand, entertaining approach but still conveys the meaning thoroughly. So, it is good for you because of not hesitating having this ever again or you going to regret it. This phenomenal book will give you a lot of positive aspects than the other books include such as help improving your ability and your critical thinking approach. So, still want to delay having that book? If I were being you I will go to the book store hurriedly.

**Download and Read Online Conscious Business: How to Build Value Through Values Fred Kofman #06ANL18ZGOW**

## **Read Conscious Business: How to Build Value Through Values by Fred Kofman for online ebook**

Conscious Business: How to Build Value Through Values by Fred Kofman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Conscious Business: How to Build Value Through Values by Fred Kofman books to read online.

### **Online Conscious Business: How to Build Value Through Values by Fred Kofman ebook PDF download**

#### **Conscious Business: How to Build Value Through Values by Fred Kofman Doc**

**Conscious Business: How to Build Value Through Values by Fred Kofman Mobipocket**

**Conscious Business: How to Build Value Through Values by Fred Kofman EPub**