

LIVE AND ONLINE

2023 - 2024

CONSCIOUS CAPITALIST
CERTIFIED CONSULTANT

CERTIFICATION PROGRAM
CBJ ACADEMY



CONSCIOUS BUSINESS JOURNEY ACADEMY

CONSCIOUS CAPITALIST CONSULTANT CERTIFICATION PROGRAM



*"To survive and succeed, every organization will have to
turn itself into a Change Agent."*

-Peter Drucker



Dear Change Agent:

We welcome you to the opportunity of joining a select of professionals aligned with our purpose: *to accelerate the upgrade of organizations to create a more conscious business ecosystem*. This is the first program, since 2016 has created the largest community of change agents in the world. We are 800+ Certified Conscious Capitalist Consultants distributed in 21 countries. This is the only program with the exclusive access to Conscious Capitalism Field Guide (Harvard Business Review Press). Welcome to **CBJ**Academy.

This Program is designed specifically for professionals who are interested in implementing the fundamentals of conscious capitalism in their organization or serving other organizations in the evolutionary process to lead the transition to the new economy and built a TEAL organization.

The Program features small-group, faculty-led consultations; customized content, case-based experience; and unprecedented access to exclusive conscious capitalism knowledge and 40 actionable tools, and exclusive insights from Conscious Capitalism Field Guide (Harvard)—all of whom, committed to deliver a transformational learning experience.

Highlights of this highly interactive live and online program includes:

- Deep dive into the Fundamentals of Conscious Capitalism
- Advanced techniques for activating and upgrading conscious businesses
- 40+ exclusive tools for project implementation
- Real-world case studies
- Case based learning throughout the program
- Networking
- Opportunity to join and learn from our Conscious Capitalist Consultant Community (Conscious Business Network)

Given the highly personalized nature of our program, it is limited to 15 participants who have to submit a letter of motivation prior be accepted to the program.

You will emerge from this journey a highly skilled and confident consultant to be a speaker for the fundamentals of conscious capitalism and deliver implementation project on this area.

I hope you will take advantage of this exceptional learning experience and access some special mentoring opportunities after the program.

Sincerely,

Patricia Tavares

Chief Academic Officer

CONSCIOUS CAPITALIST CONSULTANT

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Turning
Point 1

This advanced program is strictly limited to 15 participants. Participants typically have beyond 5 years of professional experience and have had leadership experience. A brief application is required, please refer to the link at the end of this brochure to apply. If you have questions about your eligibility, please contact join@CBJourney.com.

The program is structured in 7 weekly modules, with 1,5 hour live interactive content, case study and discussion per session, in addition to 2 to 3 hours homework.

MODULE 1: FUNDAMENTALS OF CONSCIOUS CAPITALISM

This module offers an introduction to the fundamentals of conscious capitalism and new economy trends and has the objective to help each participant articulate their own expression of conscious capitalism. This is associated to a first program task, to deliver a recorded 10 to 20 minutes presentation to be shared within the group of participants.

MODULE 2: EVOLUTIONARY PURPOSE*

This module explores the reason why an organization exists and offers a structured approach to help the participant mine the purpose of any organization as well as understand when it has to be updated. The expression “evolutionary purpose” is borrowed from Frederic Laloux book: Reinventing organizations”.

MODULE 3: STAKEHOLDER INTERDEPENDENCE*

This module explores the interdependent nature of business in alignment of other ecosystems such as studied by Biomimicry – the environment ecosystem. We are all connected and interdependent and in business it is not different. Here we learn and explore the opportunities to work as a true business ecosystem.

MODULE 4: RESPONSIBLE CULTURE

The culture is the unique element to generate significant differentiation of a business, taking it from a utilitarian approach to a community model, creating belonging to those that are part of our business ecosystem. The idea of a responsible culture is unique beyond a conscious culture as all cultures are conscious, including the bad ones.

MODULE 5: CARING LEADERSHIP

The leadership element to this journey is the foundation of the change. Conscious leadership is no longer enough, the servant leadership from Robert Greenleaf is incomplete. In a world that needs healing, leadership has to develop a caring approach which has the ability to serve the purpose and care for all to create a responsible culture.

Don't miss out

The Conscious Capitalist Consultant Certification Program is highly interactive and features a unique community and learning opportunity in addition to:

- Deep dive into the Fundamentals of Conscious Capitalism
- Advanced techniques for activating and upgrading conscious businesses
- 40+ exclusive tools for project implementation
- Real-world case studies
- Case based learning throughout the program
- Networking
- Opportunity to join and learn from our Conscious Capitalist Consultant Community

* This two modules have two 1.5-hour sessions and all others are 1 1.5-hour sessions each

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MODULE 6: SYSTEMIC VALUE CREATION

The traditional mindset of financial value creation is no longer enough to measure success and create long term sustainability for the business ecosystem. ESG, SDG and other intents to explore nonfinancial values that are key to build true interdependence. This module explores how organizations can practice creation of multidisciplinary value.

MODULE 7: IMPLEMENTATION CHALLENGES

This session has the objective to help consultants explore the opportunities to implement the fundamentals of conscious capitalism, understand the key hurdles and connect the different conscious capitalism project streams, access traditional pain points and connect the modules within each other for a successful upgrade journey.

LEARNING METHODOLOGY

The learning methodology for the program is has four levels of depth: **Discovery** (understanding the concepts), **Dive** (identifying its practice), **Disrupt** (making the change happen), and **Demonstrate** (sustaining the change in the long run).

This program is Case-Based-Learning, and the practice / participation / sharing is a fundamental tool for the knowledge education process.

Participants will complete a full case from start to end during the 9 weeks program which help create a unique narrative for the change.

Additionally, we will explore real cases and practice decision making based on the scenarios presented. All participants will have access to the session recording for 12 months after the end program and a toolkit to be used for consulting projects. All content shared can be used exclusively by the participants of the program and must include the Source: CBJourney.com – Conscious Capitalist Consultant Program

PROGRAM STRUCTURE

The program is divided into 9 modules. Each module is 1.5 hour long and delivered online through Zoom platform. All session will be recorded for the exclusive use of the participants. Each additional module requires an approximate 2 to 3 additional hours of work.

To receive the **Conscious Business Change Agent Certificate**, participants must complete 2 tasks:

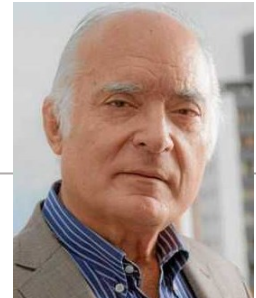
- Deliver a conscious capitalism presentation of about 10 to 20 minutes to be shared with the participants (and can be added as a speaker of conscious capitalism under the **CBJSpeaker** platform)
- Complete the case study (5 tasks: purpose statement, stakeholder map, cultural values definition and behaviors, value creation map for 2 stakeholders and a leadership Check List)

To receive the **Conscious Capitalist Consultant Certificate**, participants have 24 months to share:

- A project in one of the areas of conscious capitalism and share the result with the other participants.

Participants can also earn a **Certificate as Speaker for Fundamentals of Conscious Capitalism**:

- If delivers a Conscious Capitalism presentation to a college audience to be shared in social medias



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“After so many conscious capitalism conferences, this is finally the best program I have ever participated”.

Alfredo Hoyos

President & Founder of
Frysby Foods
Colombia

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This program is one of the few programs still being facilitated directly by Thomas Eckschmidt, bringing his vast project experience and cases in the field of conscious capitalism practice.

THOMAS ECKSCHMIDT

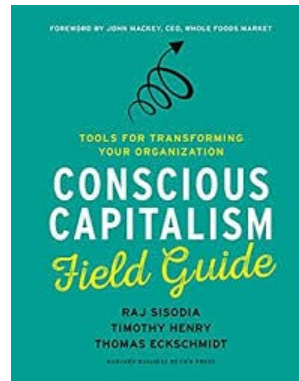
My purpose is to accelerate the upgrade of organizations to create a more conscious business ecosystem. Father of Gabriela, Husband of Ana Maria, I worked a decade in the corporate world, the following decade I worked in consulting services and after that starting a couple of businesses, filed 4 patents, receiving 10 entrepreneurial awards and publishing 21 books. My entrepreneurial journey connected me with conscious capitalism and my personal journey allowed me to cofound CC in Brazil and Peru, and partner with CC Mexico, Israel and Europe to build the largest global network of conscious capitalism consultants network with 800+ professionals in 21 countries.



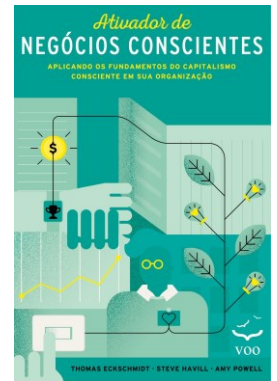
1st Practical book published on implementation of conscious capitalism in association with Conscious Capitalism Brazil



Practical book to implementation fundamentals of conscious capitalism in association with Conscious Capitalism International



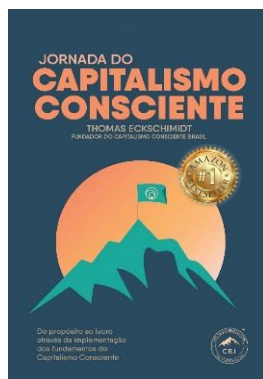
Book coauthored with Raj Sisodia and Timothy Henry published by Harvard Business Review Press and available in Spanish



Guide to implement conscious capitalism with quick and actionable steps (Spanish Edition was Amazon Best Seller on its debut.



Book of Conscious Business Practices in 5 major areas: Governance, Employees, Customers, Suppliers and Community



Upgrade of Fundamentals of conscious capitalism available and symbolic price to allow access to all



Conscious capitalism is action thought a Colombian company transforming its people and all around



A book that takes stakeholder interdependence to a whole new level

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TARGET AUDIENCE

If you are an active consultant, a business leader, corporate change agent, internal consultant or interested in changing career to start your practice, and you believe that business can be a force of good in the world, this might be the program that you were waiting for.

Here you will learn a business philosophy that has generated up to 10 times higher financial results than what the average market performance delivered in the long term (15 to 20 years).

BENEFITS

This programs offers and exclusive content, the only program in the that can use the content from **Conscious Capitalism Field Guide (Harvard)** for executive education and certification.

- 40 plus exclusive tools to implement the fundamentals of conscious capitalism
- Participate in a vibrant community of 800+ certified consultants in 21 countries
- Be promoted as a conscious capitalism speaker at the **CBJSpeaker** Plataform
- Be invited to participate in the Global Conscious Business Network and continuous learn from project experiences and other practitioners
- Certified members will have your certification shared in CBJourney LinkedIn and other Social Medias
- Program offered in English, Spanish, Portuguese and Hebrew/English

FEES AND DATES

April and September 2023 and February / May / September 2024

Please inquire @ join@cbjourney.com

REGISTRATION INFORMATION

Registration should be done upon request to join@CBJourney.com – please add to the subject line Conscious Capitalist Consultant Certification.

REQUIREMENT

In addition to completing a brief application, all participants will be invited for a 30 minutes interview with the Facilitator to clarify and program questions and share their expectations to receive the final decision of their application.

If you have questions about your eligibility, please contact join@CBJourney.com.



“Thomas is one of one of the most passionate and committed persons spreading conscious capitalism around the world”.

(from forward of the book **Fundamentos do Capitalismo Consciente**)

Raj Sisodia

Cofounder of Conscious Capitalism

