

INVESTOR RETURNS

SECOND EDITION

FIRMS *of*

#1 BESTSELLER
THREE MILLION COPIES SOLD

Why Some Companies
Make the Leap...
and Others Don't

Cumulative Returns

15 Years

10 Years

5 Years

US Conscious Companies

1681%

410%

151%

Non-US Conscious Companies

1180%

512%

154%

Good to Great Companies

263%

176%

158%

S&P 500

118%

107%

61%

Raj Sisodia

David B. Wolfe

Jag Sheth

Coauthor of the bestselling
BUILT TO LAST

As of 9/30/2013

THE TENETS OF CONSCIOUS CAPITALISM

H E A L I N G

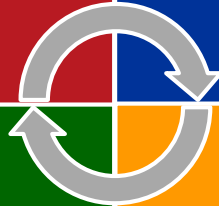
WHY?

HIGHER
PURPOSE

WHAT?

STAKEHOLDER
INTEGRATION

S P I C E E



CONSCIOUS
CULTURE

HOW?

CONSCIOUS
LEADERSHIP

WHO?

T A C T I L E

S E L F L E S S

QUESTIONS FOR BOARDS

Have we defined and articulated our purpose – our WHY?

Are we paying enough attention to stakeholders other than shareholders?

Do we track leading indicators of future performance such as employee engagement and customer advocacy?

Do we understand what our culture is and what it needs to be?

Are we selecting leaders with the right blend of qualities?