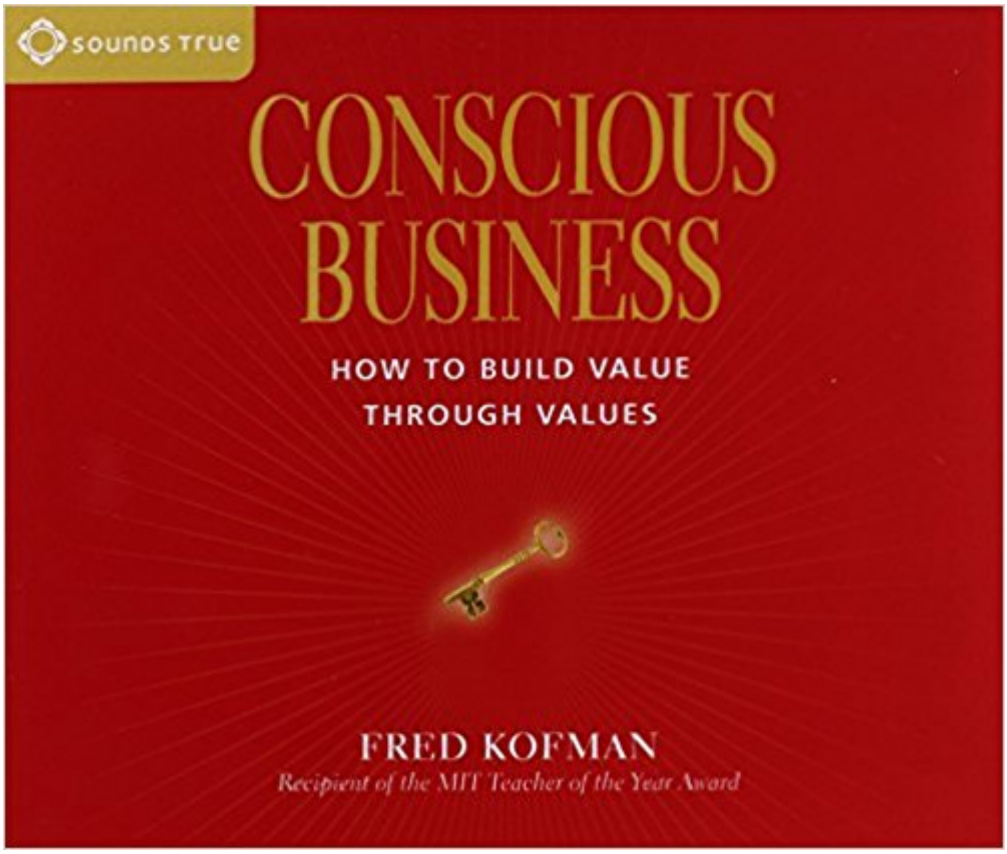
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Conscious Business: How To Build Value Through Values



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Synopsis

More and more business leaders are catching on to an often overlooked fact: consciousness is our basic faculty for survival and success. Without it, we forget what is important to us and lose sight of the steps we might take to reach those goals. Conscious business, explains Fred Kofman, means shining this awareness on every area of your work: in recognizing the needs of others and expressing your own in seeing the hidden emotional obstacles that may be holding your team back in making good decisions under pressure, and even in delving into such spiritual questions as "Who am I?" and "What is my real purpose here?" In Conscious Business, this visionary teacher and consultant to Google, Microsoft, Yahoo! and other leading companies presents the complete training manual in the breakthrough techniques he has shared with over 20,000 executives on four continents, including: Unflinching integrity, the key to success beyond success Why culture, not know-how, is the best place to first focus a company's improvement efforts and how to pull it off Right leadership, and how it translates into making more money A conscious business fosters peace and happiness in the individuals, respect and solidarity in the community, and mission accomplishment in the organization, teaches Fred Kofman. With Conscious Business, you hold the definitive resource for maximizing profit and potential in the workplace and beyond. Created by Fred Kofman as a companion to the book, the Conscious Business audio program explores key insights in greater depth in an engaging seminar format.

Book Information

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Customer Reviews

Fred Kofman is a genius with a heart as big as his brain. In this remarkable book, he takes us on a

thrilling tour through what business would be like if it had both a heart and a mind -a conscience and a consciousness. The result is a practice of business that transforms you and your world. Ken Wilber, philosopher and author of A Theory of Everything A fundamental book for our times. Peter Senge, MIT professor and author of The Fifth Discipline Fred has been an inspiration, helping connect responsibility and integrity to create the freedom leaders need to succeed. Daniel Rosensweig, Chief Operating Officer, Yahoo! Inc."Fred Kofman is a genius with a heart as big as his brain. In this remarkable book, he takes us on a thrilling tour through what business would be like if it had both a heart and a mind -a conscience and a consciousness. The result is a practice of business that transforms you and your world." - Ken Wilber, philosopher and author of A Theory of Everything "A fundamental book for our times." - Peter Senge, MIT professor and author of The Fifth Discipline "Fred has been an inspiration, helping connect responsibility and integrity to create the freedom leaders need to succeed." - Daniel Rosensweig, Chief Operating Officer, Yahoo! Inc. --This text refers to an out of print or unavailable edition of this title.

Praise for CONSCIOUS BUSINESS "Conscious Business is a fundamental book for our times. Few ideas have been more insidious in the industrial era than the fragmentation between right livelihood and economic success. We are running out of time to integrate the material and the spiritual worlds. Fred Kofman offers a unique set of tools to do it."--Peter Senge, MIT professor and author of The Fifth Discipline "Fred Kofman is a genius with a heart as big as his brain, if that’s possible. In this remarkable book, Fred takes us on a thrilling tour through what business would be like if it had both a heart and a mind--a conscience and a consciousness. The result is a practice of business that transforms you and your world."--Ken Wilber, philosopher and author of A Theory of Everything "Fred has been an inspiration, helping connect responsibility and integrity to create the freedom leaders need to succeed."--Daniel Rosenberg, Chief Operating Officer, Yahoo! Inc "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 Sanders, Vice President, Global Online Sales and Operations, Google "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 at 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 --This text refers to an out

of print or unavailable edition of this title.

This is one of the best business books I have ever read. It speaks the truth about human interactions in the workplace and how each of us has the capacity to create a work experience that is more in alignment with our values. There are examples of dialogue between people with competing priorities and how some focused shifts in how we express ourselves can change the outcome of the conversation. I would recommend this book to anyone because it is not only filled with practical advice about how to make a company more successful, it is filled with wisdom about how to improve relationships that is applicable both inside and outside of work.

The content is excellent however this book needs some serious editing. It’s difficult to concentrate on the meaning when one has to get through all the errors in punctuation and spelling

Thank you Fred - from your beginning words I was absorbed in your message.What makes your book such a compelling read, for me as a multiple business-owner who relies on valuable guidance + learnings? Because it puts the truth of what we’re really about in business into useable tools. And the gracious way you go about doing this lifts my spirits and fills my heart
ÃƒÂ Ã Å¸Ã â ™Ã â “Thank you - Namaste ÃƒÂ Ã Å¸Ã â„¢Ã Â•

This is an excellent piece of real human education. First, I recommend that you get the audio CD.Often times audio books are read by a hired reader and many times they suffer from over-annunciation and become distracting as they can be stiff or attempt to be excessively perfect in their language. Fred Kofman speaks as if he is talking to you and his accent is so engaging that you find yourself listening intently; it feels like a one to one coaching.The concepts are straight forward and have real-world application. You will find that you exhibit many of the behaviors he describes and he explains ways to recognize them and overcome natural negative/destructive tendencies. I have listened to the CD three times and each time I learn more and apply it.The teachings here have had a positive impact and again are real and fee from touchy-feely-airy-fairy self help gibberish. Fred Kofman is the real deal.

This came in handy as an etext at residency...when my computer shut wase inoperable, I turned to the only edevice I had my mobile app, kindle...It wasa bot the first ebook that I ever accessed...love the ease to read the book...even though the concept is bit saddening.Thanks for sending.Judy

This is a superb read but if it ends with just reading you just wasted a lot of time. None of the insights in this book are radical, the way it is all presented is. It makes it easier to grasp it all. But again, if that is all you do, you are missing out big.Implementing is where the true gold is. And that, dear friend, is the hard part. You will have to practice, practice and practice some more. You will gain immensely. You will grow as a person, as will your business and all of your relationships. Implementation is the choice you yourself will have to make. Ready?

Boring read, forced myself to read. Has some good pages but not an easy one.

Kofman provided insights into integrity and observations related to effective use of communication and dialogue. For example, in his description of ontological arrogance, something we have all encountered, he brings in self-reflection as the reader distinguishes the personal differences between one’s identity and one’s opinion. By use of introspection and real-life examples, Kofman opens a window into effective communication and authentic interpersonal relations.This book would be of tremendous help to people that depend on communication in their lives, both business and personal. The understanding of "why" another communicates is a certain way compounded with how one hears and interprets is a powerful combination in every aspect of life. Being an executive with over 25 years of leadership experience and a current doctoral candidate, I gained tremendous knowledge upon reading Kofman’s book. I highly recommend this book to anyone wishing to improve their ability to lead, manage, or collaborate with others!

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