



# WORKBOOK 1

## A Blueprint for Conscious Business Agents

Welcome to the workbook for Module 1 of the Agents of Conscious Business course!

We recommend printing out this workbook and filling it out by hand, somewhere quiet, with a nice cup of your favourite drink.

First, this workbook is going to make most sense if you have listened to the recording of the class for module 1.

You can either listen to the whole thing and then dive into this workbook, or do it in parallel, pausing the recording to work on an exercise, and then listening to the next bit.

The things that were covered during the first class are:

- Getting to know each other
- Outlining our 'Blueprint of Conscious Business'
- Clarifying and sharing what you want to get out of this course
- Discussion forum to share and unpack your learning from the class

### What is Work to me?

If you've listened to any of the interviews we did last year for the original Waking Up the Workplace series, you'll know that we asked a traditional first question to each speaker: "What is Work to you?" We used it as a way for the speaker to introduce themselves, but to cut beyond the 'stories' we often end up telling and go a little deeper.

That's why we thought it'd be nice to ask this same question of all of you, as a way of introducing yourself. During the class, we did this in break-out groups of 3.



In this workbook, we'd like you to spend a few minutes thinking and writing about what work (or Work, if you prefer) means to you.

## Exercise!

Complete this sentence

*Work, to me is ...*

## What is Conscious Business?

Conscious Business is a relatively recent term, and articulating what it means is actually pretty hard. During the class, Ewan presented a 'Blueprint of Conscious Business', as food for thought and as a starting point for the course. Here are some of the 'big ideas' that were covered:

### 1 - Business is a really old idea!

If we define business as 'the exchange of goods and services' then it goes back a long way! When some tribal chaps swapped a spear for a wolf-skin weren't they doing business? What's changed is the scale on which it's done, and the reason we do it.

While the tribal chaps may have swapped to help them survive and stay alive, these days we're able to use business to meet higher needs. And of course, the whole money thing made it more complex...

### 2 - Conscious Business (CB) is different because...

The purpose is not simply to survive or create material wealth. There are perhaps two key aspects to the 'conscious' bit.

Firstly, that we can be 'conscious' of the deeper purpose behind the business or work we do



(that goes beyond meeting survival or material needs). And secondly, we can become 'conscious' of the impact that our business has on us, society and the environment.

### **3 - For you, an individual practicing CB, start with 'why'!**

A lot of people talk about purpose, or mission, but what does that mean? It means the 'why' of what we choose to do. Purpose is not 'what' you do, like being a conscious investor, it's 'why' you do it: "because I find massive fulfillment in helping creative people build their ideas in the world".

The more conscious you can be about 'why' you choose to do what you do, the more fully you can give yourself to the business, and serve the world.

### **4 - Conscious organizations are like cars**

One of the key things that marks a conscious organization as different from a 'traditional' organization is that it has a mission above and beyond 'maximising profit for its shareholders'.

A conscious organization is like a car. You get in a car to go from A to B. You create a conscious business to build or create something that doesn't yet exist. In a car, you need fuel to go from A to B, and in a conscious business you need money to realize your goals. But the purpose of a car is not having fuel, and the purpose of a conscious business is not money.

### **5 - We don't need to throw capitalism in the bin**

Many old idealists thought we could only change the world by first binning capitalism and business (because it was fundamentally flawed, or even evil).

Business has been around a long time, and it's probably not going anywhere anytime soon. But what we can do is re-define what business is, and create our own conscious form of business that helps us manifest our dreams, serve the world, and not turn into Scrooges.

### **Exercise!**

Now as we mentioned before, these are ideas, but...rather than taking our word for it, we invite you to start exploring how *you* make sense of conscious business.

To do that, just take another deep breath, relax your shoulders, and consider the following sentence stems. Write down whatever comes up without thinking about it too much.



If I would answer the question without thinking, Conscious Business to me is ...

Having written that, what Conscious Business also is, is ...

As I take a deep breath and allow myself to relax, what Conscious Business really means to me, is ...



As a bonus exercise, sit down with someone you trust, and see if you can articulate what conscious business means to you. One powerful way of doing that, is by having the other person ask you “What is conscious business, to you?”. Then, when you’ve answered that question, they wait a few seconds and then ask you the same question again. And again.

What you’ll find is that answering the same question repeatedly will really deepen your answers. When you’re finished, ask the other person when they felt you most, and what they really got about you and about conscious business. That should offer you some more valuable feedback about your articulation of conscious business!

## What do I want to get out of this course?

This is probably the most important piece in the class and in this workbook. We think you’re going to get a lot out of this course. But we also think you will get even more (much more) out of it if you take some time to clarify your goals. What *do* you want to get out of it? What had you make the decision to register? Here’s a few steps that will help you clarify this further.

### Exercise!

If you haven’t already, listen to the visioning exercise in the recording (or if you have, do it again to go even deeper). You’ll find it at [44:34] of the recording. When you’re done, follow the instructions and finish the sentence stem below. And then finish it again. And again!

What I have now, that I didn’t have before the course, is ...



From the break-out groups and the sharing during the class, this appeared to be a pretty powerful exercise. Now let's see if we can deepen it even more. Just read back your answers to the previous question, and then continue with the following sentence stem.

What most stands out from what I've written down, is ...

Great. So it's December 7th, and you're sitting in a quiet, comfortable place. Having just finished the course, you're looking back at these past months. Just remind yourself of what you have now, that you didn't have before the course, and then answer the following sentence stem.

Looking back at these past months, what has most enabled me to have that, is...

Let's stop for a moment and look at what we've done here. You've clarified where you want to be at the end of the course (what you'll have that you didn't have before). From there, we've taken the things that most stand out, and looked at what you need in order to get there (the 'enablers').



Now let's rephrase these as clear goals, so you'll be able to focus your participation and evaluate your progress during and after the course. Remember: the more specific you're able to get, the more powerfully these goals are going to 'pull' you into the future! To clarify your goals, finish these sentence stems:

My first goal is to ...

I'll know that I will have achieved this goal when I ...

My second goal is to ...

I'll know that I will have achieved this goal when I ...

My third goal is to ...



I'll know that I will have achieved this goal when I ...

Finally, here's some space to see how you're feeling right now, having clarified your goals. Maybe it's enough to just become aware of that, or maybe there's something more that you want to do or write about? Just flow with it... this one's up to you!

Having clarified my goals, what I'm noticing is ...

### **Bonus exercise: Are you paying attention to your energy?**

If you're hungry for more, here's one last thing you might consider trying. During the next week, while you're at work, notice when your energy is being drained, and when it's flowing most vigorously. At the end of each day, take a few minutes to journal about what you noticed that day. What was present in that situation (or absent) that was having that happen?

If you enjoy that, you may also want to check out Tony Schwartz's work on energy management. He was one of the first people we interviewed for the Waking Up the Workplace series last year. You'll find the recording of that interview [here](#), and a blog summarizing our main insights from it [here](#).

Here's a quick quote from Tony, right at the start of the interview, when we asked him the "What is Work to you?" question:

*"I spent a long time as a journalist, and there was a lot about being a journalist that I liked, and I was good at it, but I never felt a burning passion about what it was I was doing. I never felt that what I was doing was making a significant contribution to a better world. I didn't really realize that that was what I was missing, I just knew I was missing something."*





Want to know more about how you're managing your energies? Take 10 minutes to do the [Energy Audit](#) on the website of Tony Schwartz's [The Energy Project](#)!

That's it for this module "A Blueprint for Conscious Business"! We hope to see you all in the next module with Brett Thomas. As always, you'll find more info on that class and on when the live discussion call happens on the [Academy website](#).

If you have any comments or questions, please email us at [mail@wakinguptheworkplace.com](mailto:mail@wakinguptheworkplace.com) or throw a comment on the Academy website [page for Module 1](#).