



@gfriend's
Conscious Capitalism
Conference Day One
tweetbook

04/05/2013)



@gfriend

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@gfriend's tweetbook

Contains 80 tweets tweeted between 04/05/2013 and 04/05/2013.
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2013

April

5th April, 2013

- 07:51 Jeff Klein kicking off the @ConsciousCap conference, running today+tom'w at the Masonic in SF | <http://t.co/NGCLK8oQI1> #cc2013
- 07:58 @barrettcbrown: "our capitalism" = pivotal phrase. How can "conscious capitalism" expand participation in ownership & value? #cc2013
- 08:01 Jahn Mackey decided in college to never read book / take course / do anything he didn't really want to do. 120 electives & no degree!...
- 08:02 @ConsciousCap is live streaming the event today if anyone wants to virtually join us. RT @alyshabradly1 #cc2013 <http://t.co/NGCLK8oQI1>
- 08:03 Gr8 article from <http://t.co/jacQ9aLLnf>. @ConsciousCap companies perform 10x better @jaleon01 <http://t.co/HwXIoLpKjU> RT @sdoobins

- 08:06 Mackey: I learned that business is not about selfishness but about creating value. #cc2013
- 08:07 Mackey: "Human progress primarily due to capitalism." #cc2013 (Well, that might be a bit of an overstatement, eh?)
- 08:08 Mackey: "We've moved away from economic freedom bcs corporations seen as bunch of sociopaths. Have to think about biz differently" #cc2013
- 08:10 We don't need to just think about biz differently, John. Biz needs to be done differently. @ConsciousCap #cc2013
- 08:16 Raj Sisodia: "Biz is free exchange thus ethical." OK but this ignores real history of monopolies, labor violence, poisoning life too #cc2103
- 08:20 Sisodia: 1989: Fall of Berlin wall, Tianamin Square, Exxon Valdez, fatwa against Rushdie, US majority of adults >40, WorldWideWeb #cc2013
- 08:26 Sisodia: "Can you build a business on love?" Bingo. (How about: Can we do everything we do based on love.) #cc2013
- 08:32 Sisodia: Firms of Endearment—biz based on love—outperformed S&P 9:1 over 10 yrs, 10.5:1 over 15! Good To Great cos just 10%>S&P #cc2013
- 08:32 Sisodia: Biz can destroy wealth as well as create it. But can focus on creating wealth for all stakeholders. #cc2013

- 08:39 No one has yet addressed the staggering concentration of wealth in US over last 40yrs. Could THAT be impacting 'trust in biz'? #cc2013
- 08:41 RT @First_Power #FF Men who Get it: @JimHarris @torbjornRive @calumsmac @BravoGervais @gfriend @VanJones68 @rdhillphx @8skylark @kaskadia @ReachScale
- 08:44 Roy Spence: Purpose=Play to your strengths in service of the greater good. #cc2013
- 08:46 Spence: Don't spend yr life trying to get average at what yr bad at; spend it getting great at what yr good at! #cc2013
- 08:58 Spence: Purpose turns business decisions into gut checks #cc2013
- 08:59 Spence: You become what you look for in life. #cc2013
- 09:07 Fedele Bauccio: Bon Appetit "farm to fork" since 1999 bcs commitment to flavor #cc2013
- 09:18 Courageous! Bauccio: To break slavery in re fields Bon Appetit created supplier code of conduct & didn't serve tomatoes for 6mo #cc2013
- 09:25 Eric Ryan, MethodHome: Why pollute when u clean, use poison to make yr home healthier?" Indeed! #cc2013

- 09:31 The city that forgot poop! <http://t.co/0MVa3xz37d>
<http://t.co/RjuWCIHar4>
- 10:10 Ed Freeman: Value creation stakeholder theory. Every biz creates/destroys value. Key is figuring out what/how. #cc2013
- 10:18 Freeman: stakeholder value principles: interconnection (NOT prioritizing them); no tradeoffs; conflict rocks!; human complexity #cc2013
- 10:19 RT @MBActress When you do not look for the tradeoffs, you invoke the imagination. - Ed Freeman #cc2013
- 10:19 RT @aynsavoy Changing the narrative of biz means putting creating stakeholder value at the center of your biz model -Edward Freeman #CC2013
- 10:19 RT @blacksmithnz Ed Freeman - 'conflict really rocks' principle. Critics and conflict creates opportunity for imagination and greater value creation #cc2013
- 10:21 RT @tommykelly #cc2013 Business being wrongly conflated with Capitalism. Need to hear more about the latter and its challenges.
- 10:23 RT @KyleSleeper "A story built on carrots and sticks is a story about jackasses...not human beings." Ed Freeman #cc2013 @ConsciousCap
- 10:28 Something you want to ask about Conscious Capitalism? send to Questions@consciouscap.org #cc2013

- 10:33 Question for Container Store: Speaking of 'no tradeoffs,' what about all that plastic? #cc2013
- 10:43 MT @xtinem: Freeman's talk has too many good pts on stakeholder theory richly interwoven to tweet. Get book: <http://t.co/dM0wb3Y6dE> #cc2013
- 10:43 RT @ResonantInsight Heart to heart and face to face - not transaction to transaction #CC2013
- 10:45 RT @ResonantInsight Money guy says: it's speed dating when it needs to be a marriage #CC2013
- 10:48 When you take the fear out of it & do business on trust (a hug not just a handshake), magic happens. #cc2013
- 10:55 Careful peeps. 'Doing biz by hug not handshake feels great.' But let's not make 'hugs' into a 'should' or especially a 'must.' #cc2013
- 10:56 RT @ashley_munday Conflict is good if there's an underlying intention to create value together. #cc2013
- 13:07 MT @missgayle: Casey Sheahan of Patagonia, talking about conscious leadership & alignment using purpose, birds, fish #cc2013
- 13:07 Patagonia gets 1000 job applicants for every job because of a purpose driven business model #cc2013 RT @gregscott

- 13:09 Sheehan: We can now recycle about 95% of the products we make #cc2013
- 13:12 Sheehan: You have a right to know whether the worker that made your clothing worked all day for just a bowl of rice. #cc2013
- 13:13 Sheehan: You probably know more about the chicken that laid the egg you had for breakfast than the working conditions of workers. #cc2013
- 13:14 Sheehan: Our responsibility [as humans and businesses]: to uplift all humankind. #cc2013
- 13:14 Roger Ebert On Climate Change <http://t.co/PnVriGJume> RT @climateprogress
- 13:15 Looking at supply chain can deepen sense of interconnectedness, companies can design for human benefit... #cc2013 MT @missgayle
- 13:16 Sheehan: What would it look like if you made decisions out of love, not fear. #cc2013
- 13:34 Walter Robb, Whole Foods: Culture is alive, like yogurt. @cc2013
- 13:43 The chicken dance as indicator of consciousness? Really, Walter? #cc2013

- 13:57 RT @missgayle: Drucker said "culture eats strategy for lunch" - so true! #cc2013
- 14:00 Cheryl Rosner, Stayful: "Culture a system of values, beliefs and process." Yes...and commitments, communications and actions #cc2013
- 14:08 Eric Ryan, Method co-founder: Last interview question for hiring: "How will you help keep Method weird?" #cc2013
- 14:09 RT @latentexistence: People belittling bug on BBnews. It wasn't made up, it didn't happen bcs WE WORKED BLOODY HARD TO STOP IT!
- 14:11 Ryan: Biz thinking + design thinking, Artist + Operator. We get at that by prototyping. In house. Innovation a function of culture. #cc2013
- 14:48 Tom Gardner, Motley Fool, top 10 ideas for profiting in Conscious Capitalism: #1, one yr money back guarantee #cc2013
- 14:56 Gardner, #2: online customer community. #cc2013
- 14:57 Gardner quoting Steve Currie: more feedback to high performers, not low #cc2013
- 14:59 Gardner/Currie: 4 key incentives, after living wage: purpose (worth 2x salary!); great people to work with; love job; flex schedule #cc2013

- 15:04 Gardner: +Lengthen your investment time horizon; Buffett's: forever. +Healthy workplace. +The personal value each employee brings. #cc2013
- 15:05 RT @InvestorsCircle From @MotleyFool re org culture: "Transparency is a tsunami. If privacy was a stock, I'd short it." #cc2013
- 15:12 Sheehan: CC advantage: relationships. Risk: bold move can fail, or take time to shake out & work (eg, move to only organic cotton) #cc2013
- 15:13 RT @tdpolancic @TomGardnerFool : Conscious capitalist companies have great scores on <http://t.co/f5dce9WL9C> #cc2013
- 15:13 RT @Bill_Palmer 18 speakers, two of whom were women. Not conscious. #cc2013 #CC2013
- 15:13 RT @ConsciousCap Culture is our only sustainable competitive advantage. @methodtweet @methodguy
- 15:14 RT @TheIbbo Too many company missions look like this. Lets start a meaning revolution! #purpose #consciouscap #CC2013 <http://t.co/TPk62ZEI6w>
- 15:18 Mackey: Don't try to come up w/purpose statement by yourself. Let go of control & involve reps of all stakeholder groups & evolve it #cc2013

- 15:19 Sheehan. great companies, 4 principles: Quality. Innovation. Simple product line. Not more than Earth can sustain. #cc2013
- 15:23 Rosner: Long term focus means choosing investors you're willing to spend all that long time with! #cc2013
- 15:36 @BeUnreasonable Institute founder asked his dad: Can you go to school to learn how to erase poverty? Inst founded to scale that. #cc2013
- 15:39 Teju et al planning for 100 institutes in 100 countries to solve Big F'ing Problems at scale. (What a way to end the day!) #cc2013
- 16:26 RT @aynsavoy Flip the paradigm of success and failure. -Teju Ravilochan @beunreasonable #CC2013
- 16:26 RT @ConsciousCap We invite you to get started. @beunreasonable @suzisosa awesome. #cc2013
- 16:31 RT @PRSCamp RT @blacksmithnz: Tom Gardner "the top 50 companies on Glassdoor smashed the market in the last 10 years" - culture makes money! #cc2013
- 16:36 RT @luckypenny The Purpose of Purpose - <http://t.co/9glexzk4CE> #PRSCamp #bethechange #CC2013
- 16:50 The future of business is "net positive" #cc2013 <http://t.co/yCIG9L7BJT>

- 17:10 Is my high-impact exec coaching right for you? Find out if you qualify for no-cost no-obligation sample session
<http://t.co/ldxdZ0wmrz>
- 17:19 Or perhaps my exclusive "Inside Sustainability" intelligence service. Details & to subscribe: <http://t.co/yWXgYdCZz1>
- 17:19 Thought provoking: Companies that Practice "Conscious Capitalism" Perform 10x Better <http://t.co/aB2QU0ee7I>
#cc2013 RT @gregorywendt
- 17:22 Jane Byrd: Does the phrase "conscious capitalism" further instill the corporation with misplaced personhood? Just sayin... #cc2013

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