



# CONSCIOUS BUSINESS CHANGE AGENT - CERTIFICATION PROGRAM OVERVIEW -

# CBJOURNEY

CBJourney Inc, is a USA based organization with the purpose of *accelerating the change towards a more conscious business ecosystem*

Our Vision is that we will have a world where business fulfill its most profound purpose: solving problems, healing and caring for the people it serves.

Our mission is to inspire organizations by disseminating the fundamentals of conscious capitalism, train conscious business change agents to accelerate the change and offer consulting services to keep connected with the needs to inspire and improve our training programs



# WHAT DO WE OFFER CONSCIOUS CAPITALISTS



## INSPIRATION

Valuable content ready to go viral in organizations



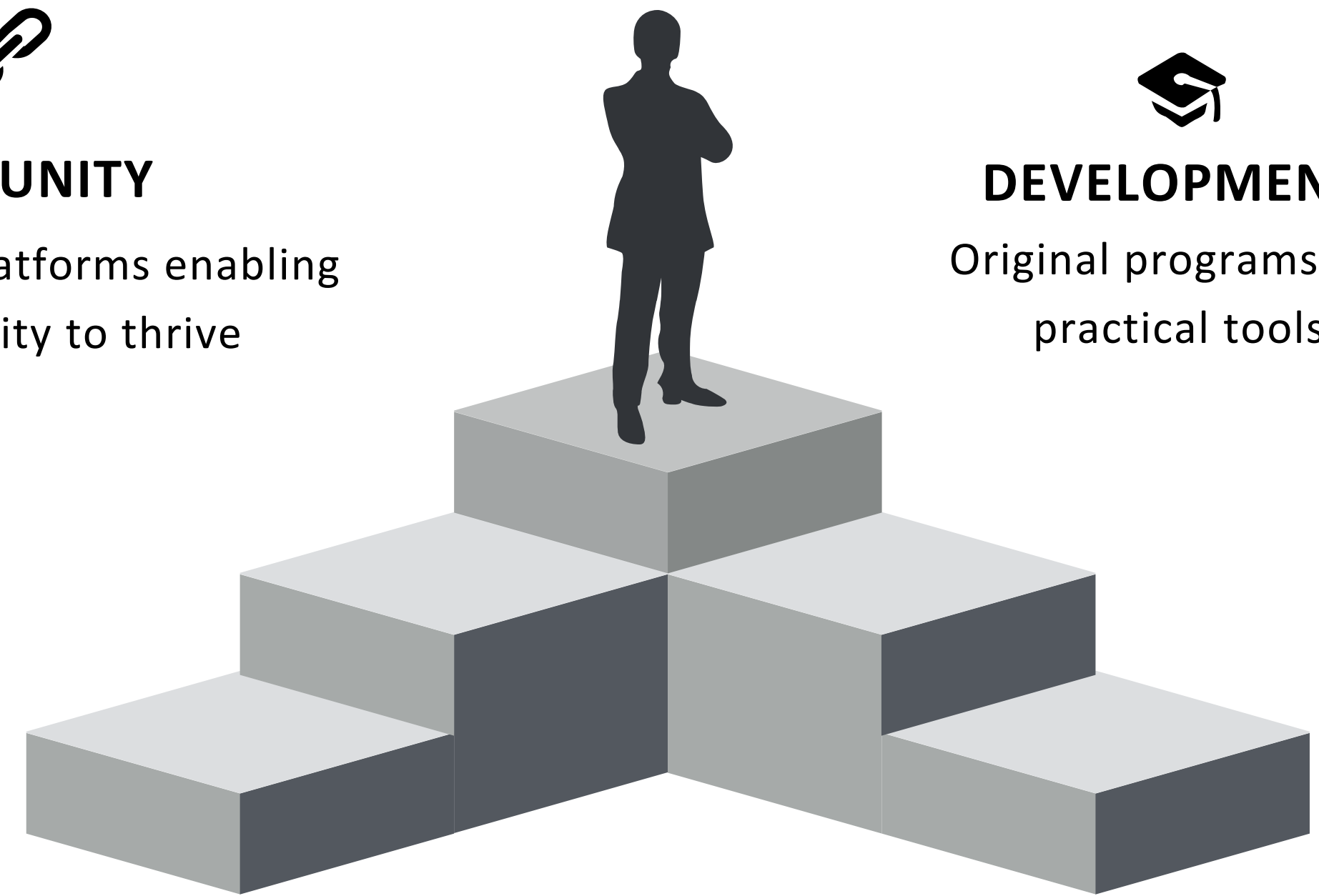
## COMMUNITY

Love, care and platforms enabling the community to thrive

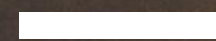


## DEVELOPMENT

Original programs and practical tools



WE SERVE  
CONSCIOUS  
CAPITALISTS

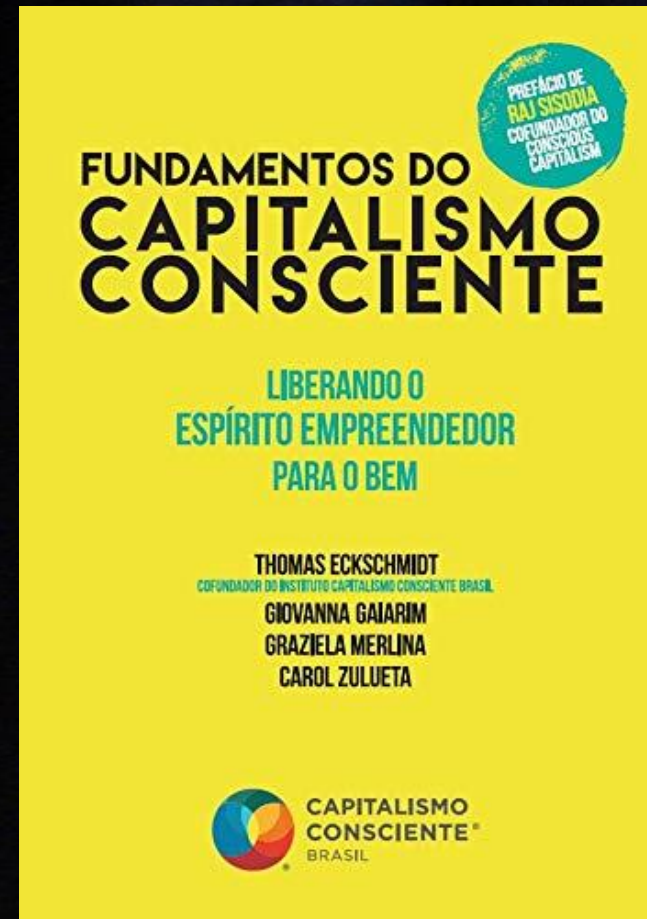


## “UNCONSCIOUS” CONSCIOUS CAPITALIST

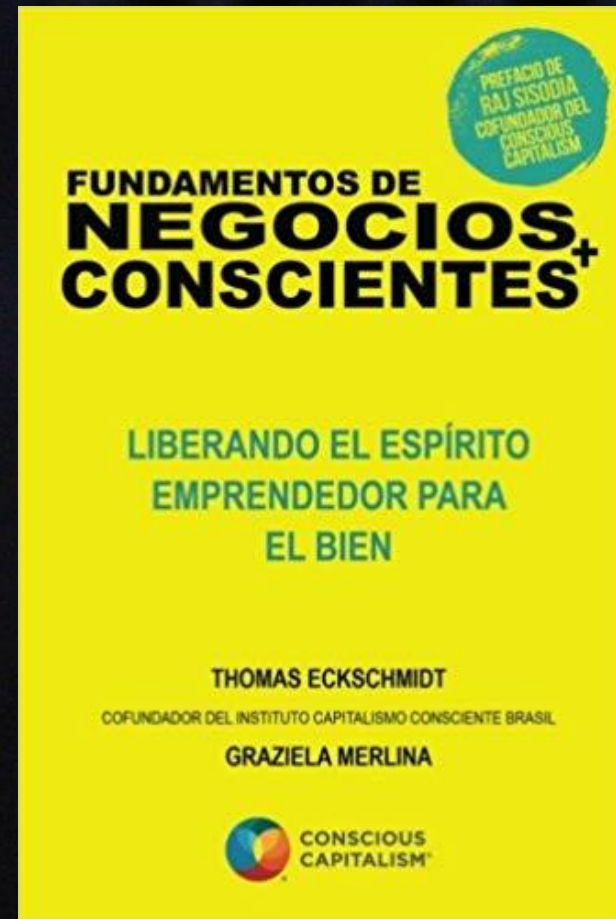
- Serial entrepreneur with 10 years consulting in 20 countries and 10 years of corporate executive world
- Connected with Conscious Capitalism at CC CEO Summit in 2010 in Arrowhead California
- Launched Conscious Capitalism Brazil in 2013 and led as General Manager for 3 years the most successful international chapter
- In 2014 first TEDx Talk on Conscious Capitalism in non-English language with 305k views
- 2015 started the first global practical programs on how to implement conscious capitalism in an organization

WHERE DO WE  
COME FROM

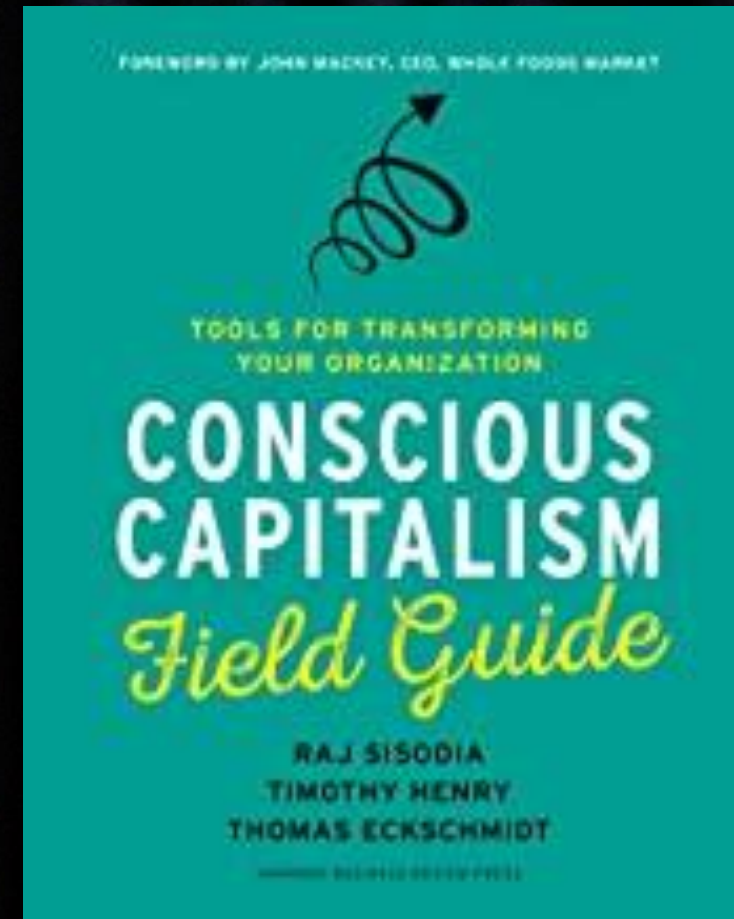
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2016 (Portuguese) in association with Conscious Capitalism Brazil



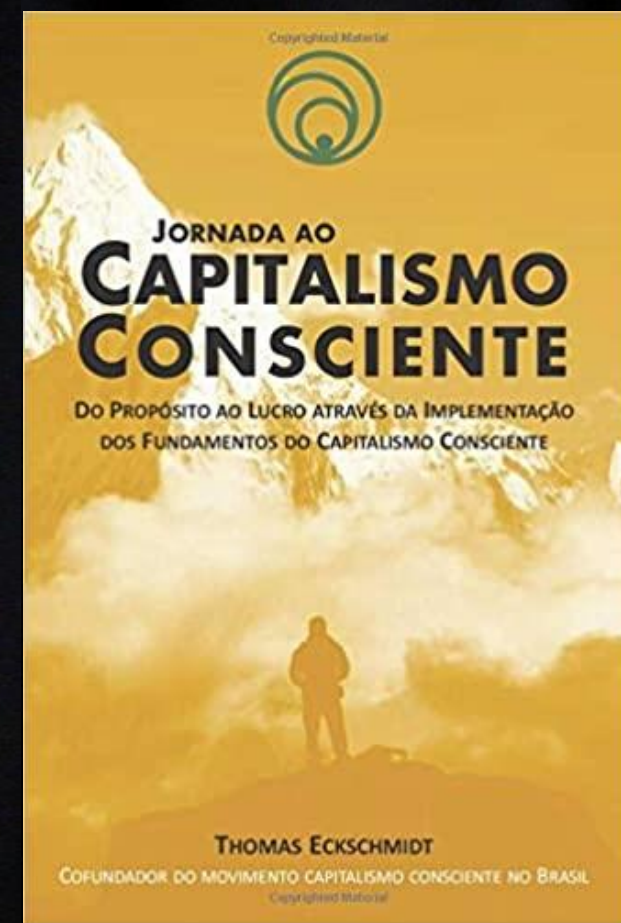
2016 (Spanish) in association with Conscious Capitalism International



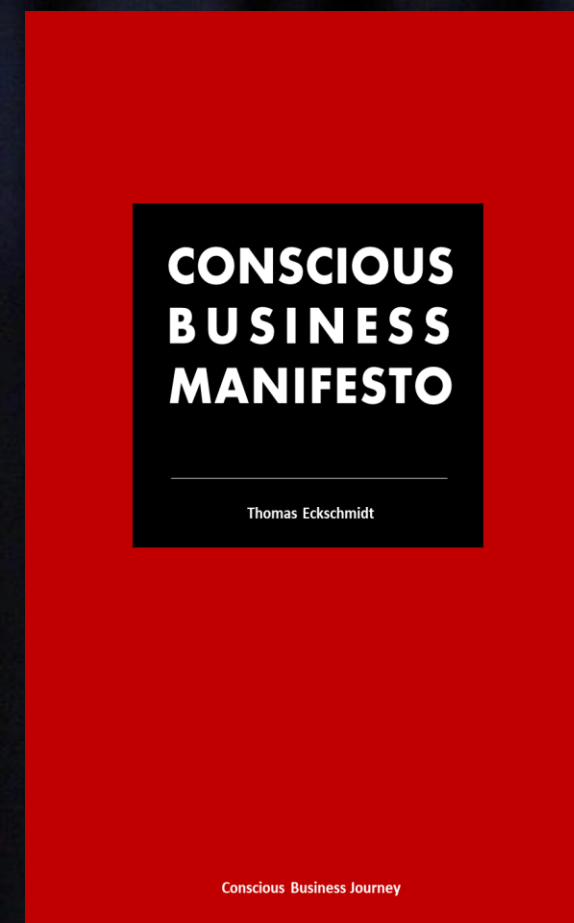
2018 (Harvard) with Raj Sisodia and Timothy Henry



2018 In association with the most active chapter leaders in the world Available in 4 languages



2019 New approach to a journey to conscious capitalism including additional fundamentals



2020 Voluntary invitation to publicly joining a better business philosophy



2020 Impact Citizenship – people and ideas inspiring leaders to change the world



**THOMAS ECKSCHMIDT**  
COFOUNDER & CEO



“...this book (program) is an important contribution...”

“...one of the more passionate and committed to spread conscious capitalism around the world...”

“...essential resource to anyone interested to create a conscious company...”



**RAJ SISODIA**

Cofounder and President of the Board of  
Conscious Capitalism International

## CLASS OF 2015



“We stopped counting discovered purposes when we passed 100 projects. We help our clients find their essence.”

**Maria Brasil,**  
CEO and Founder of Essence Branding



“Teaching people how to fish has become our purpose. Purpose needs to be demonstrated in every business dimension”

**Kiko Kislansky,**  
CEO & Founder of Cazulo Training and Leadership Development

“

## PARTICIPANT'S TESTIMONIALS

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“After participating in so many programs, workshops and seminars, I can surely say that the certification program was the highlight. It ‘wrapped’ everything together and gave me fresh points of view. I’m already bringing this approach to my curious clients”

**Galia Ben Haim**, NLP Trainer



“As for someone who leads a business by conscious capitalism fundamentals, I was personally overwhelmed by the energies and the mind-blowing content delivered in this program. It was amazingly organized, diverse and inspiring. Thank you!”

**Erez Yerushalmi**, Entrepreneur



“This program was by far one of the most powerful experiences in my life. It impacted both my professional and personal life in a very positive way. I already implement it in my organization”

**Efrat Livne**, EVP HR





## 4D METHODOLOGY

1. **Discover** (understand the concept and historic perspective)
2. **Dive** (review examples and explore exercise)
3. **Disrupt** (case-based practice: design a solution)
4. **Demonstrate** (explore the dimensions of the change: live it)

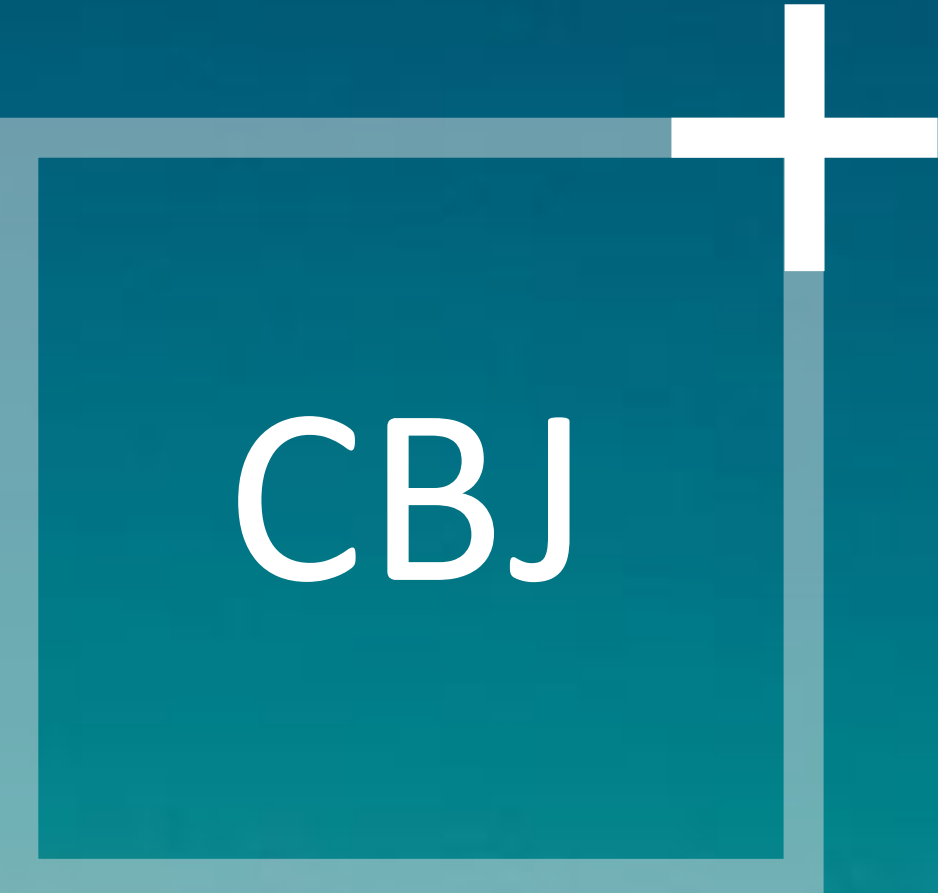


## WHO BENEFITS FROM THIS PROGRAM?

- Conscious capitalists eager to increase impact
- Business Owners interested in getting their business ready for the new economy
- Business Leaders ready to change how they lead their teams
- Entrepreneurs interested in making their journey more conscious
- HR Leaders in the urge to improve engagement and culture
- CSR Leaders that understand the power of business as a change agent
- Consultants ready to improve and adjust their offer for the change ahead



# CERTIFIED CONSCIOUS BUSINESS CHANGE AGENT



### Open Sessions

- 2 open sessions for intro to the concepts and the journey

**Selection Process:**

- Registration
- Interview
- Invitation

### Program Delivery

- 10 weekly sessions (2h)
- 8 Weekly Q&A Sessions (1h)

**7 Modules**

- Program Intro and preparation
- Evolutionary Purpose (2)
- Interdependency
- Responsible Culture
- Servant Leadership
- Value Creation
- Implementation

**Certificate of Completion**

### Certification Project

- 6 monthly sessions (1h)

**Project Road Map:**

- Evolutionary Purpose
- Interdependency
- Responsible Culture
- Servant Leadership

**Project Supervision**

- Q&A
- Review

**Certified Conscious Business Change Agent**

### Sales & Promotion Tools

- 4 monthly sessions (1h)

**Tools:**

- CB Manifesto
- CB Activator

**Follow Up**

- Q&A

### Network



# CONSCIOUS BUSINESS CHANGE AGENT - CERTIFICATION PROGRAM OVERVIEW

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- THANK YOU