



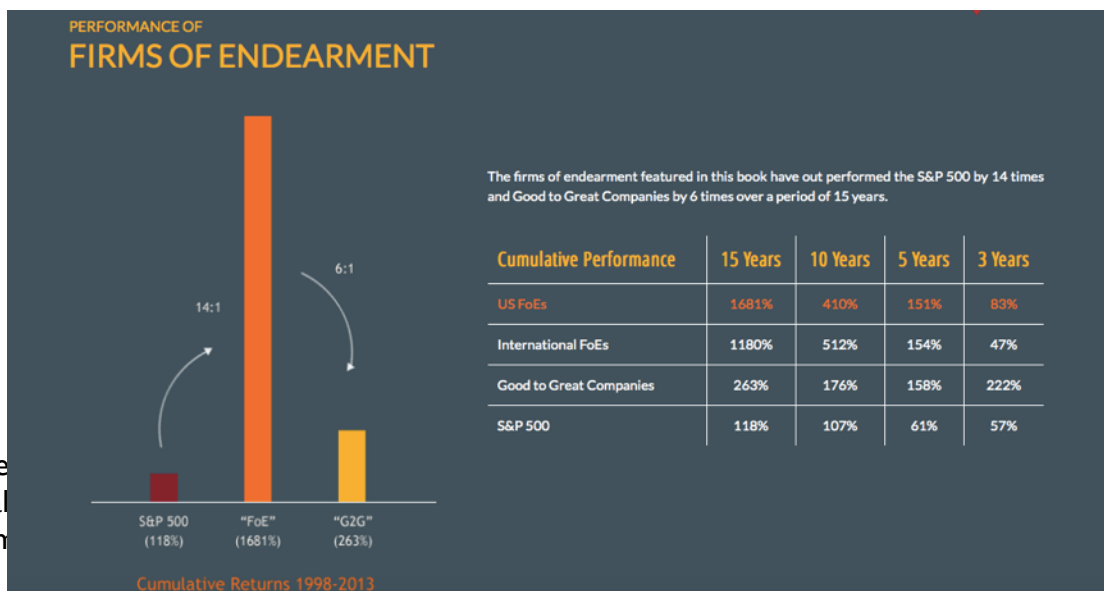
# THRIVING MICHIGAN

I'm pleased to invite you to become a Thriving Michigan Participating Organization. This effort seeks to add substantial value to your membership by providing essential training in conscious business practices while creating a new, better, business-as-usual in Michigan. Our immediate goal is to have 15% of business leaders in Michigan self-identify as practitioners of the following four disciplines by the end of 2018.

## Benefits of Conscious Business

Businesses perform best when their leaders and teams are competent in four mutually reinforcing disciplines:

1. **Higher Purpose** – Demonstrating a commitment to a purpose beyond profit is a powerful way to recruit, retain, and engage employees, customers, and other stakeholders who are critical to the success and resiliency of the business.
2. **Stakeholder Orientation** – All organizations have a set of stakeholders, without which, they could not function. Creating alignment between the interests of employees, customers, suppliers, communities, the environment and financiers, and rejecting trade-off thinking, produces far-superior results for all.
3. **Conscious Culture** – Beyond creating a great place to work, leaders who recognize the duty to care for employees like family, help people grow at work and send them home at the end of the day happy and fulfilled, earn the discretionary effort of their teams, and multiply the capacity of their organizations.
4. **Conscious Leadership** – Leaders set the cap for an organization. Unless they proactively seek out opportunities to grow personally - and continually raise that cap - the organization will stagnate and their best people will either exit, or worse, settle and stay.



Superior financial performance is only the tip of the iceberg. According to research from Gallup, 66% of the American workforce is either disengaged (doing only what is required to keep their job) or actively disengaged, (one in five employees is actively sabotaging their employer). Gallup estimates this situation costs the U.S. economy between \$450 and \$550 Billion annually.

The social cost of this disengagement may be even more concerning. Since the average person spends ½ of their waking adult lives at work, workplace culture has a tremendous influence on wellbeing. A toxic corporate culture follows workers home, exacerbating many of the social challenges that hold families and our communities back. Exemplary cultures can have the opposite effect.

There is a clear need for business leaders to reexamine their paradigm in order for companies and the communities that host them to truly thrive. With this renewed sense of purpose, business leaders have the opportunity to energize and engage their employees and other stakeholders while demonstrating their leadership for the great benefit of the communities they serve. As a participating organization, you can help to lead this change among your members, and thereby increase the value your membership offers.

### **Participating Organization Program**

Participating Organization program is designed for Chambers of Commerce, professional associations, and other Michigan business organizations committed to creating value for their members, and leading in their communities and state. Requiring almost no additional staff time, while providing members cutting-edge research and stories, access to major national leaders in conscious business, and a structure to promote the utilization of these resources, Participating Organizations reap significant value while creating foundational understanding for conscious business that will be required for Thriving Michigan to achieve its purpose.

The backbone of the program is a monthly live-online conversation with a leading national practitioner of conscious business. These conversations are designed to be excellent training opportunities for current and emerging business leaders. Each conversation will feature a case study from the cutting edge of the conscious business movement as well as an open Q&A where attendees will have the opportunity to engage directly with some of the top business and thought leaders in the country. As a participating organization, you will list these events as though they were your own, and any sponsors you enlist to support the program can be recognized in your promotion thereof.

This series is produced in collaboration with Conscious Company Magazine and requires no staff time from the participating organization, apart from including the events in your event calendar and member emails. The series is called the *Conscious Company Magazine Deep Dive*, and a list of topics and upcoming guests is available at <http://ccmworkshop.com/deep-dive>

Participating Organizations also receive a bulk digital subscription to *Conscious Company Magazine*, enabling them to offer the publication to their membership at no additional cost. Distributed in 1,500 retail outlets in all 50 states and Canada, Conscious Company Magazine is the leading source of stories, case studies, thought leadership, and industry information for business people who seek to raise the bar for business. A new magazine is published bi-monthly, and

with your organizational subscription, you and your members will have this powerful resource at your fingertips.

### **Discussion Groups**

The best way to turn new learning into new behavior is to create a group of people who are learning and practicing together. As such, participating organizations are strongly encouraged to establish quarterly in-person discussion groups for their members where organizational leaders or interested members lead discussions on conscious business practices to debrief and apply locally the case studies, training, and advice gleaned from the monthly webinars.

### **Host a Conscious Business Training Event in 2017**

Included at no extra cost\* for the first 10 organizations to sign on to become 2017 participating organizations is a live, in-person training event for your members with Nathan Havey, Advisory Board Chair of Conscious Company Magazine and facilitator of Thriving Michigan. Organizations not among the first 10, and those seeking to host multiple training events with Nathan or other trainers can do so for an additional fee.

*\*Travel and lodging expenses not included.*

### **Cost and Sponsorship**

The cost of the 2017 Participating Organization program is \$2,500. Underwriting sponsors of the participating organization benefit from

- leveraging this program for staff training and development
- being recognized as an underwriter in local promotion of the monthly webinars
- hosting discussion groups, and
- being featured on materials promoting a live training event (if applicable).

### **The Big Picture**

Thriving Michigan seeks to make the found disciplines of conscious business a new, better, business as usual in Michigan. The Organizational subscription is an essential first step in this process, but it will not achieve the goal by itself. Those people, companies, and organizational leaders who seek a more rigorous conscious business training program can choose to take the next step by registering into the Conscious Company Magazine Workshop: [www.Conscious-CompanyMagazine/Workshop](http://www.Conscious-CompanyMagazine/Workshop).

The alumni of the Workshop who wish to help lead the change in Michigan, can take a further step by participating in the steering committee for Thriving Michigan, and/or training to lead Thriving Michigan events. In this way, Thriving Michigan will sufficiently grow its capacity to be able to achieve its purpose.