



# TOOL KIT

A GUIDE TO HELP PETOSKEY AREA BUSINESSES AND ORGANIZATIONS IMPLEMENT  
CONSCIOUS BUSINESS PRACTICES

## I. Introduction

Thriv-ing Petoskey is a program of the Petoskey Regional Chamber of Commerce designed to promote the concept of Conscious Business among the local business community. Conscious Business is known by many names—Conscious Capitalism, Corporate Social Responsibility, Triple Bottom Line—but the idea is the same, **to lead the advancement of the human quality of life in our community by promoting responsible business practices that enhance our area’s employees, our community, and our environment.**

The MISSION of Thriv-ing Petoskey is **to promote positive business practices that help our businesses and our communities thrive.**

Our VISION is to have members of the Petoskey Regional Chamber of Commerce run profitable businesses while

- Creating value for their customers, business partners, the community, and the environment.
- Creating a great working environment where employees are engaged, happy, and productive
- Being a great neighbor to their community, state, nation, and world

The Petoskey Regional Chamber of Commerce hopes to have 15% of its membership actively engaged in the Thriv-ing Petoskey movement by the end of 2018. This tool kit is designed to give you a better understanding of the movement, and to offer you tangible examples of how you can begin to implement Conscious Business practices within your organization.

## II. The Four Pillars

The Conscious Capitalism movement identifies four pillars of Conscious Business Practices: **Purpose, Leadership, Culture, and Stakeholders.** The Thriv-ing Petoskey Committee believes that in order to be a more Socially Conscious business, you must have a firm understanding and acceptance of the four pillars. We outline them for you here:



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## 1. Purpose:

The first pillar may be the most difficult to grasp, but the most important to implement. We call it “Purpose Beyond Profits,” that ‘thing’ that is more important than your bottom line. If you didn’t have to run a company, or if you had considerable wealth, what would your purpose be? How would you use your time and resources? So, what if the work of your business was done to fulfill that purpose? When you find your true purpose, you continue to make the widgets or provide that special service or product that you always have, but you do it to provide the means to support your true purpose.

For example:

- The purpose of [Tom’s Shoes](#) is to help those in need around the world
- The purpose of [Dave’s Killer Bread](#) is to reduce prison recidivism
- The purpose of [Café Momentum](#) is to successfully integrate juvenile delinquents into the workforce
- The purpose of [Biggby Coffee](#) is to love people.
- Purposes can be anything:
  - Fighting Hunger
  - Helping the Environment
  - Caring for Employees
  - Caring for the Community
  - Caring for a community cause
  - Etc.

## 2. Leadership:

One can never underestimate the power of a bold and passionate leader. The success of any business can be directly correlated to the effectiveness of its leadership. Leading a team toward a shared vision by taking action on a local issue can build a result that will benefit both the business and the community. By creating the force that shapes the job and tackles an issue - synergy erupts. Combining work and engaging in a project of a greater good outside of work gives new meaning to team building. Every business leader wants their workforce to be engaged in the success of the business. In “Conscious Capitalism” it is important to recognize that the leader can move things forward in a significant way, providing opportunity for each worker to feel a shared ownership inside the business and outside by having an impact on a meaningful project.



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### 3. Culture:

Envision a business where the employees obviously love their jobs, and others are lining up to apply for an open position. The employees feel valued and empowered. These businesses realize the benefits of a positive culture in their workplace. Culture is the values, principles, practices within a business that connect the stakeholders to each other and to the purpose, people and processes that comprise the company. Trust, caring, transparency, integrity, learning and empowerment are all components of a conscious culture.

We encourage a culture with purpose-filled work. Strive to build the foundation to help team members provide for themselves and others that are important to them. Conscious culture gives more meaning to the job than just a paycheck. Life isn't about the money you make; it's about what you do with your life to impact others.

The cultures of these types of companies are tangible to their stakeholders as well as to outside observers; you can feel the difference when you walk into a conscious business versus one that is purely driven by a profit motive and run just for the benefit of shareholders.

A great example of a Michigan Company who embraces a positive business culture is [Cascade Engineering](#).

### 4. Stakeholders

The Conscious Capitalism Movement says a business relies on many stakeholders for its success. When we think of stakeholders, we traditionally think of three:

1. Shareholders (Owners)
2. Customers/Clients
3. Employees.

It's true, to be successful, these three stakeholders are critical to an organization. But the founders of Conscious Capitalism say there are other stakeholders who are integral to the success of your business as well. They include:

4. Suppliers (or your business partners)
5. Community
6. Environment



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When you look at all six stakeholders, the critical thought is that one can't benefit at the expense of another. Shareholder's profits shouldn't increase at the expense of the environment, or your customers can't benefit at the expense of your employees. A Conscious Business leader continually looks to find those win-win-win situations that elevate all stakeholders.

### III. What Does Thriving Petoskey Look Like?

Here are a couple of fictional examples of Thriving Petoskey initiatives that have a clear purpose, are part of the company's culture, have clear leadership, and serves their stakeholders:

EXAMPLE 1: A local bank has decided that their purpose is to eradicate hunger in Emmet County. They still open accounts, make loans, and provide traditional banking services, but they now do so with their eye on the bigger prize of wiping out hunger in their community. Additional work they take on includes:

- Employees volunteer at Manna, Brother Dan's, or other food pantries
- They collect non-perishable food for the pantries at their bank locations
- They make a donation to Manna for every new account a customer opens
- They purchase produce from a local farm each week to be distributed at food pantries
- They offer clinics to help family household budgets go farther

The outcome? Customers are drawn to open accounts at the bank because they know their new account is helping Manna. Employees are more engaged at work because they know their job now has a higher purpose beyond traditional banking services, in fact people come to you saying they want to work for your bank because they like the great things you're doing for the community.

EXAMPLE 2: A small manufacturer has decided that their purpose is to help clean the waters of our streams, rivers, and lakes. They continue to manufacture their product, but they do so with a new focus. Some of their new practices include:

- The engineers on their team look for opportunities to clean their manufacturing process
- The organization looks to eliminate its waste and to recycle products and office supplies throughout the company
- The company installs water collection and filtration systems to capture and clean water that runs off from its roof and parking lot



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- The company begins to regularly make financial contributions to the Tip of the Mitt Watershed Council
- Company employees learn of volunteer opportunities with local clean-water organizations and/or participates as a team in the annual Clean the Bear event
- Company hosts a local fishing competition

The outcome? Employees come to truly value this purpose and change their lifestyles at their homes to support our environment, and they enjoy coming to work each day knowing their work is filling a higher purpose. Your company becomes recognized in the community as a friend of the environment. You begin to market your purpose to those who purchase your product strengthening your client-relationships and building customer loyalty.

### IV. How to Get Started:

**1. Start with Leadership:** Is it you? If not you, who in your organization can lead the effort to become more socially conscious? Perhaps it's a team. Regardless of how you approach it, strong leadership is needed to move forward with any initiatives. The Thriving Petoskey Committee believes strongly in the Learn it, Live it, Lead it approach and encourages your leader to read books, or at minimum watch the Foundations of Conscious Business video series (see below) to get a solid understanding of the pillars of Conscious Capitalism.

**2. Find your purpose:** The true Conscious Business has a purpose beyond profits. Find it. What's your passion? What are the passions of your team members? The examples above illustrate two ideas of how a true purpose drives your organization. Your purpose can be anything, it can even be one of the stakeholders. It would be perfectly fine to have the community, the environment, or your employees' well-being be your organization's purpose.

**3. Develop the Culture:** It takes time, but begin to find ways to embed socially conscious practices into the foundation of your business or organization. It starts with good leadership and a sound purpose. From there, you need to live the culture every hour of every day.

**4. The Step-by-Step Process:** Many of the steps you can take are focused around the Stakeholders of Conscious Capitalism. Here are some ideas:

Environment:

- What is your environmental footprint as a business? What opportunities are there to improve?
- Conduct an energy audit of your business and then implement recommendations that will reduce your energy use



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- Implement a thorough recycling program, if you haven't already (It's so easy in Emmet County!)
- Look for ways to eliminate waste in your production (go paperless?)
- Look for efficiencies in your operation (i.e. transportation)
- Purchase locally grown food for your restaurant
- Implement a ride sharing program for employees
- Utilize environmentally friendly products from your suppliers

### Community:

- Look for organizations or causes in the community that your organization can financially support. You don't have to support them all, we recommend finding those that most closely relate to your purpose
- Look for group-volunteering opportunities as a way to give back while building your team at the same time (See Corporate Volunteer Initiative, below)
- Make time for, and encourage your team members to serve on boards or fill key volunteer roles in the community
- Be present and visible as an organization at key community events
- Find ways to support the individual volunteer interests of your staff
- Shop locally as much as possible

### Employees:

- Use the Conscious Business approach to become an "employer of choice;" that place where everyone wants to work. (Remember, with the world's changing demographic structure, workforce will be businesses' biggest challenge...how can you get out in front of this?)
- Develop a Culture Sheet for your company that includes its values, mission, purpose, and expectations. Share this information when you interview prospective employees so that they understand your company's culture before they are even hired.
- Implement a well-structured training program that on-boards new employees in such a way that they learn the work, but also understand and embrace the culture of your business or organization.
- Examine your Personnel Policies to see if changes can be made to become friendlier to the needs and personal demands of today's worker. Today's college graduates are asking prospective employers about work-life balance; it's important to the new generation of worker.
- Is flex-time an option? Are there work-from-home opportunities?



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- Examine how you treat employees, evaluate employees, reward employees, etc. Do your employees feel appreciated and valued? Do you regularly seek their input and do their opinions matter?
- Are work spaces comfortable and well lit?
- Have fun. Put a team together to organize contests, games, luncheons, celebrations, etc. Recognize birthdays or key anniversaries with the organization, or take to time to celebrate key milestones of the business or organization.
- Create goals and challenges for employees to meet and compensate accordingly.

### Customers:

- Send thank you notes to key customers and clients.
- Regularly send your employees to customer service training through Hospitality the Little Traverse Way, or bring a Hospitality the Little Traverse Way facilitator into your business/organization to offer customized customer service training.
- View your business from the lens of a customer. Hire secret shoppers/clients or step back and look at your business through critical eyes to assure you are presenting yourself in a positive way to your customers and clients.

**5. Lastly, be patient:** Change doesn't come quickly or easily. Be committed to the long haul of Conscious Business and don't treat it like the latest trend or the 'flavor of the month.' Nathan Havey says it could take three to five years to finally see a difference in your bottom-line, but it is proven that businesses who truly practice Conscious Capitalism regularly outperform businesses who do not.

### V. Resources:

**The Petoskey Regional Chamber of Commerce is continually growing programming through its Thriving Petoskey initiative to make it easier for chamber member businesses to develop positive business practices. Here are some of those programs:**

**1. Foundations of Conscious Business:** This 6-part video series is valued at \$249, but is available for FREE to members of the Petoskey Regional Chamber of Commerce for a limited time. The videos are presented by Conscious Company Media and feature Nathan Havey who discusses the four pillars of Conscious Capitalism and then challenges viewers to make personal and professional changes while offering ideas on how to be successful with those changes.

[View a sample of the program here:](#) To take the course, contact the Petoskey Regional Chamber of Commerce for your exclusive log-in information for free access to the program.



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The six video segments collectively total just over 90-minutes in length and are designed to allow you to watch it in segments as your schedule allows.

**2. Corporate Volunteer Initiative:** The Petoskey Regional Chamber of Commerce is developing the **Corporate Volunteer Initiative**. This program is designed to match businesses and organizations with volunteer opportunities in the community. The idea is to recruit volunteer teams from businesses instead of recruiting one person at a time. In return, businesses get:

- Team-Building Opportunities
- The chance to be seen at positive community events
- The chance to align volunteer efforts with your company's purpose
- Recognition for your business through the organization's marketing
- Fun, meaningful ways to engage employees

Until the Corporate Volunteer Initiative is fully functional, contact the Petoskey Regional Chamber of Commerce staff for suggestions on ways your team can get involved.

**3. Telling Your Story:** Please send information about your Conscious Business practices to the Petoskey Regional Chamber of Commerce so that we can help you get the word out about the great things you are doing for your community, your environment, or your employees. In addition to telling your story in the chamber's Weekly Email, if eligible, we will forward it to the Petoskey News-Review who has been running a series of stories on local businesses making positive impacts. Send the information and photos to Nikki Devitt at the Petoskey Regional Chamber of Commerce, [nikki@petoskeychamber.com](mailto:nikki@petoskeychamber.com).

[Petoskey News-Review Article, Korthase-Flinn Insurance and Financial Services](#)

[Petoskey News-Review Article, Mitchell Graphics](#)

[Petoskey News-Review Article, Grandpa Shorter's](#)

[Petoskey News-Review Article, Bearcub Outfitters](#)

**4. Conscious Business Magazine:** Begin to further embrace the Conscious Business Culture by reading Conscious Company Magazine. [Access the magazine here.](#)

**5. Books to Read:** If you wish to learn more about the Conscious Business movement, some of the books we recommend would be:





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*Firms of Endearment*, Raj Sisodia, David Wolfe, Jag Sheth

*Multipliers, How the Best Leaders Make Everyone Smarter*, Liz Wiseman and Greg McKeown

*Leaders Eat Last*, Simon Sinek

*Everybody Matters, The Extraordinary Power of Caring for Your People Like Family*, Rob Chapman and Raj Sisodia

*Conscious Capitalism*, John Mackey and Raj Sisodia

*Confessions of a Radical Industrialist*, Ray Anderson

Many books are available through the [Thriving Petoskey Section at the Petoskey District Library](#).

**6. Web Sites to Visit:** Learn more about the Conscious Business Movement at these web sites:

Conscious Company Media: [www.consciouscompanymedia.com](http://www.consciouscompanymedia.com)

Conscious Capitalism: [www.consciouscapitalism.org](http://www.consciouscapitalism.org)

Social Venture Network: [www.svn.org](http://www.svn.org)

**7. In-House Consultation:** Schedule an appointment with a member of the Thriving Petoskey Committee to have them come in and meet with you and discuss your organization's Conscious Business journey. Our committee member will brainstorm with you, offer suggestions, and share ideas on how your business can better contribute to a thriving community.