

The Conscious Business Master Program

Ready to make the difference you're here to make?

The CB Master program provides you with a complete system for creating inspiring, purpose-driven organizations & teams: The Conscious Business Framework for building better organizations, the step-by-step approaches to get there, and the human and digital tools to implement it in the workplace.

Many speak about the need to transform the way we work – this program gives you the system to get there. For yourself – for your clients – for your organization.



You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”



YOU'LL GO THROUGH SIX LEARNING MODULES THAT GET YOU READY TO TAKE CONSCIOUS BUSINESS INTO THE WORLD. HERE'S OUR EXACT CURRICULUM SO YOU CAN MAKE SURE THE PROGRAM IS RIGHT FOR YOU.

INTRO-MODULE: WHY CONSCIOUS BUSINESS – THE TIME IS NOW

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- The power of Conscious Business: Impact on your life, career, and business
- Why a different model for business & success? Why now?
- The Conscious Leadership Model & Why It Works

MODULE 1: SELF-LEADERSHIP – YOUR AUTHENTIC POWER

A New Model For Success

- The power of Conscious Business: Expanding your life, career, and business
- A different model for business, success & individual thriving
- How to combine individual success, business performance, and personal well-being

Your Authentic Personality

- The CBI Personality Color Assessment: how to be successful by being yourself
- Your Unique Talent – where work becomes flow
- Your Essences: Why you do everything in life

Your Purpose Or Life Goal

- Understand your deeper purpose in life
- What you need to do to fulfill your purpose
- Implement your purpose in your career

The Reason For Struggle And Stress

- Why the way we work and do business sets us up for struggle and stress
- Understand the reason for all struggle and conflict in your life
- What you can do to shift to a new way of leadership & business

Your Emotional System™

- Understand what happens when you or others act “out-of-power”
- Obtain an advantage in any endeavor by becoming emotionally intelligent and resilient
- Steps you need to take to transition into your authentic power.

MODULE 2: TEAM LEADERSHIP – THE 8 CONSCIOUS BUSINESS PRINCIPLES FOR FULFILLING RELATIONSHIPS & GREAT TEAMS

Founding Principles For Empowered Relationships

- Understand the reason for all conflicts – and how you can change your mindset
- Why our way to communicate is a setup for conflict and resistance
- From Reactor to Actor: Moving into the driver's seat of your life

Steps For Building Deep Relationships

- 4 simple steps that make every relationship work
- Creating an environment of connection and support

Conflict: Opportunity For Building Stronger Connection

- Conflict as an opportunity to build trust and connection
- Why conflict is your opportunity to grow yourself and your relationships
- Overcoming bias

Communicating With Power And Authenticity

- How people tick. Understanding the power of listening
- Communicate to create and maintain effective relationships
- Effective communication in in pressure-cooker situations

From Competition To Collaboration

- How to take business teams from competition to collaboration
- Building a culture of responsibility & accountability
- The keys to Employee Engagement
- Building a Culture of Diversity & Inclusion
- Creating ownership in teams

Creating An Inspiring Culture

- Creating an inspiring workplace culture
- How you as an individual can shape your company's culture
- A step-by-step approach for building a Purpose-Culture

Creating A Movement

- How you can turn your company into a movement
- Moving from task management to visionary leadership

Managing Your Culture

- Engraining a Purpose-Culture into the company's DNA: Essential steps for keeping a culture alive
- Leading a remote workforce
- Maintaining culture through recruiting, hiring, and the onboarding of new people

MODULE 4: RUNNING A CONSCIOUS BUSINESS – MANAGEMENT PRINCIPLES FOR AN INSPIRED BUSINESS

Creating Value Through Values

- How to increase the value and attractiveness of your business through values
- How to empower people to live and work by the values of your organization
- Learn best practices on how other organizations leverage values

The New Success Model For Work And Life

- Get a step-by-step guideline to implement the new success model
- The Future of Work – flexibility, belonging and fulfilling our deepest human needs
- Data and Measurement for Conscious Business Practices

Conscious Business Decision Making

- How to make conscious decisions in high-pressure situations
- Understand processes to put in place to sustain your Conscious Business culture
- Fusing business planning with Corporate Social Responsibility

Abundance And Sustainability

- How to keep your company sustainable on all levels
- Implementing a sustainability and abundance mindset in your business

MODULE 5: BRINGING CONSCIOUS BUSINESS INTO THE WORLD

Facilitating Conscious Business Culture & Leadership Programs

- Learn how to facilitate Conscious Business programs
- Tips, tools & templates for leading successful projects in global organizations
- Creating psychological safety and openness for Conscious Business

Positioning Yourself As A CB Master & Leader

- Bringing CB Principles into your organization
Market landscape, metrics, presentation tools, and a global network
- Leveraging Conscious Business in your work environment

ADDED BENEFITS

- **Peer insights and support groups**
- **Two personal coaching sessions**
- **Four nourishing and spiritual grounding sessions (optional) covering:**
 - Presence and learning to live in flow
 - Feeling a peace that is independent of circumstances
 - Moving beyond identity and setting yourself free
 - Embodiment to facilitate change
- **Access as a CB Master to the CBI document library and intellectual property, including pitch decks, presentations, business model & pricing recommendations, personality assessments, and online programs.**



The CB Master curriculum will stretch your mind and challenge - maybe even disrupt your current worldview. You'll expand as an individual and as a leader, as much as you become an expert in the most comprehensive conscious business methodology.

Kick-Off:
SEPT 2021

Closing:
AUGUST 2022

Live Web-Meetings every other week at
9:30 am PT/12:30 ET/6:30pm CET

- If you're working a full-time job, run a business, or have other time-consuming life-events: no problem. We'll record the live meetings and you'll have continuous access to the program material, so you can go through it on your terms when you feel crunched by time.

- Various catch-up session as needed
- Personal 1:1 coaching, bi-weekly peer led discussion groups, and spiritual grounding sessions

Off weeks for Summer
and Winter holidays

Your average time
commitment: 2 hours
per week

WHAT YOU'LL GET:

- ✓ 6 core learning modules with bite-sized e-learning videos
- ✓ 30 live web-meetings to deepen learning and provide space for questions & connection
- ✓ Small peer groups to massage and integrate the material & deepen connection
- ✓ A proven Conscious Business Framework for building better organizations
- ✓ Hours of peer support, reflections, and coaching from 4 experienced facilitators
- ✓ CBI personality assessments to understand your authentic personality & power
- ✓ Powerful reflections and practices to apply the principles to your work and life

"After the program, I entered the office as a different person. The effect was staggering: everything went much smoother, everything changed because I was able to change my mindset in any conversation with colleagues or my boss. Thank you so much!"

K.M.

Director, BMW Group, Munich

"I've been applying all the wonderful learning you've given me and I'm happy to say it has been going really well. It is so heartening to get e-mails from my people saying they appreciate my leadership and that is all thanks to you."

Hussein Mecklai

SVP, Impinj, Seattle

I have done innumerable professional and personal development programs. This course did more for me than all of them combined. It is extraordinary! Thank you CBI for changing my life! Top quality production and instruction. I recommend more highly than any program I have ever taken."

Laura G. Bode

Non-Profit Executive, Santa Barbara

STILL HAVE QUESTIONS?

If you still have questions, don't hesitate to get in touch with us. Email us at info@consciousbusinessinstitute.com