

The Conscious Leadership and Ethics Summit™ 2024



TRUTH OR DARE SUMMIT CHALLENGES LEADERSHIP TO EMBRACE CONSCIOUS, ETHICAL BEHAVIOUR

The Conscious Leadership and Ethics Summit 2024, held at Melrose Arch last week had telling messages for leadership both in the political and business environment. The role of leadership, particularly before the elections, is crucial at this point in the country and globally. The voters who vote with wisdom should ensure that the leaders they vote for should display integrity, compassion, capability, commitment, accountability ethics and a systemic, holistic alignment of consciousness.

The key outcome of the Summit is the Conscious Leadership Strategic Report, which will offer solutions and provide a profound new framework to the leadership of this country to help, think and identify what's missing, what's gone wrong and what needs to be done. The annual Report, arduously put together by the voices

of the delegates, speakers, panelists and international icons from the Summit, nurtures a fervent hope that leaders will have the courage and resilience to act on its insights and input. The objective is to embed conscious ethical behaviour and inspire leaders to pioneer inward transformative journeys to grasp consciousness.

Local and global icons, humanitarians and some of the country's foremost thinkers on consciousness, governance, ethics and wisdom, participated in the Summit. They include: Tsakani Maluleke, Auditor General SA, directors of the Conscious Leadership Academy, Guru Kali and Dr. Jan Bellermann, Palesa Phili, CEO of the Durban Chamber of Commerce and Industries, Lubin Ozoux CEO of Sumitomo Rubber SA and the winner of the Conscious Companies Awards 2023, Rowan Gillies, Blu-Dot Advisory and Dr. Richa Arora, University of Stirling (UK).

GLOBAL ICONS AND HUMANITARIANS SHARE THEIR WISDOM



MOHANJI
 Founder: Mohanji Foundation

We are currently experiencing turbulent conditions in the world – everything from war and confusion to possible economic meltdown. This Summit – which brings together great business and leadership minds – is vital as a pivotal force for change. We need to be real and we need to be decisive. We have had enough of hypocrisy. The new generation who will be taking over is just around the corner. What are we handing over to them: Will it be a world filled with greed, nepotism, indifference, wars and bloodshed? We need to get our act together right now. We need to say no to the arms race and we need to stop the production of narcotics. We need to come back to humanity. The time to do it is now.



PAUL POLMAN
 Business Leader and Author: Net Positive

Globally we face economic inequality and planetary crises as well as a stability watershed in South Africa with unemployment, corruption and crime, to name just a few challenges. There's a leadership crisis where many still put their short sighted self-interests ahead of a long term shared interest. This is one of the greatest and most important moments to be a leader. The actions of this generation will determine the future of all generations. It's a massive responsibility but every single one of our challenges can be flipped around into the biggest opportunities. The governments and companies leading these transitions to cleaner economies and more equitable societies are already reaping the benefits.



SRI PREETHAJI
 Co-creator: Ekam - World Center For Enlightenment

There is an ancient Indian verse which says you are what your deep, driving desire is. Is your driving desire for success, achievement, fame or importance? Is it only to make yourself feel bigger or is it rather to create a greater well-being for everyone? As leaders it is important to know the truth of your being. I don't believe in ideas but I do believe in the transformative power of seeing one's truth and uncovering one's driving desire because that is where true transformation begins. When you are only focused on yourself, you will live your life feeling restless, stressed and anxious. You need to start living your life from a space of connection and oneness



DR. MAURO ZAPPATERRA
 Director: Synovation Medical Group

My guiding principle is to manifest and emanate love. Each one of us has the ability to cultivate this in ourselves and in each other. We have to express love in everything we do in the world. We have to question whether all our actions go towards love. We start this by understanding the connection between the mind, the heart and the body. We have to learn to rest in pure awareness; that space of total potentiality from which everything manifests and emerges. The third step is moving from this space of pure awareness and pure potentiality and go into the world intending to spread love; to lead with love, to walk with love. Whatever it might be - may we all be in love.

IN PARTNERSHIP WITH:



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PANEL ONE: CONSCIOUS, ETHICAL LEADERSHIP: ITS IMPACT ON THE REPUTATION AND BRAND OF A COMPANY OR COUNTRY



Chairman (far right): Michael Judin - Partner: Judin Combrinck Attorneys
From left: Pepe Marais - Group Integrated Chief Creative Officer: Joe Public; Lubin Ozoux - CEO: Sumitomo Rubber SA; Dr Jan Bellermann - CEO: Conscious Leadership Academy (Germany); Viviana van Agtmaal - Chief Representative Officer: Banque Syz and Dr. Dominik Heil - Partner: Hewers and Programme Director / Cranfield School of Management, (UK)

The subtle difference: Brand and reputation are the consolidation of long term factors reflecting the overall perception built over time whereas brand image is the impression or perception of an entity's identity. This is susceptible to change based on various factors, but both depend on a combination of internal and external factors to evoke good will in the public eye. Both work in tandem to shape the company's growth strategies and define its brand identity directly influencing the relationship between the brand and its stakeholders.

Trust in organisations is diminishing globally: Consumers are now more interested in what is behind an organisation, who is responsible for it and what they are buying into. That's where the leaders of organisations come into play. Their values are important and at the end of the day, that's what consumers are interested in - the ethical

behaviour of it's leaders must align with the values of the organisation.

Trust quotient of a company: How employees feel within a company and whether they feel valued and have a sense of belonging is critical to it's success.

Conscious leaders shape Conscious Companies: You risk the company's whole reputation if the leader is neither ethical nor accountable. Thousands of decisions are made every day. Leaders should create a framework and that enables those working in the organisation to make the right decisions and do the right thing in line with the company's philosophy. Businesses need to be transparent about what they stand for and this then filters down to everyone in the organisation.

Culture of a company: Leaders are not always told the truth about what's going on in the company because

everyone has an agenda. Those who are the custodians don't always know what they are dealing with and some companies fail badly. There should be sessions so people can openly speak about what's not working for them and learn from each other.

House of cards: You can spend hundreds of years building a company's reputation and it can fall apart and be ruined within just a few seconds. This is especially pertinent in today's era of social media.

People Power: It's about creating your own ecosystem and bringing your own value chain into it; from your suppliers to your customers. Employees should also check that they are a fit with a company's culture, vision, mission and purpose and align with their values accordingly.

Truth and Transparency: People don't buy what a company is selling, they buy if there is transparent and ethical leadership. One has to figure out what is the truth and who you are authentically in an organisation? Either one rises to the occasion or fails to act with integrity. So reputation impacts the company's choices and core beliefs.

The most creative way of being is the willingness to be wrong: This creates new, real and authentic opportunities. Even conscious leaders have to make unconscious mistakes. You should be applauded and rewarded for being honest and take accountability abouttelling what you did wrong in the organisation instead of being applauded and rewarded for the end result and not being questioned for how you got there.

Gross National Happiness Index: Bhutan measures happiness by surveying its population. All other countries are driven by Gross Domestic Product (GDP). We could learn from a country like Bhutan about the leadership impact on reputation and brand.

PANEL TWO: EMBEDDING A NEW FRAMEWORK FOR CONSCIOUS ETHICAL LEADERSHIP: GIVEN THE ELECTIONS AND THE DEMISE OF TRUTH AND TRANSPARENCY

Leadership is not a science, it's an art: Leadership isn't all about the authority, the boss, the CEO title. Leadership is about being the facilitator and the catalyst. The days of a messiah leading employees forward are in the past. Leadership can operate behind-the-scenes facilitating the change we need to see. It's not about authority. It's not about position. It's not about title. It's about being a good human being. Then carry your organisation, put the values into the system and take that organisation along with you into the competitive world. Leadership is more about perspective and empathy.

What are young people's views of leadership? Young people today are confused about the news. Some believe that TikTok is a news channel. There's an apathy about voting in the upcoming elections because they have lost faith in the current system. They are not taught the difference between right and wrong and often cannot discern the difference between positive and negative behaviour. We need to teach young people the basic principles of humanity so that they can make the right choices.

Quorum: Our Constitution is still arguably one of the greatest documents. So these structures are similar to that of a chat GPT for the future as a corporate. The foundation of the house has been created and it's now up to us to create a greater structure and to infuse the socio-economic corporate governance, technology with the technology of the ecology, the latest science on planetary boundaries and on neuroscience and psychology. These need to be infused into the corporate governance structure and listing rules, so that there's a transdisciplinary approach. The law and the



Chairman (from left): Marc Lubner - Executive Deputy Chairman: Africa Tikkun
 Dr. Richa Arora - COO and Head of Institution: University of Stirling (UAE); Palesa Phili - CEO: Durban Chamber of Commerce and Industries; Rowan Gillies - Co-founder: Blu-Dot Global System Integration Advisory (UK) and Dr Wilhelm Lichtenberg - Founder: Young Hearts Africa / Winner CC Awards 2023 (NGO)

accounting rules are in place but the consciousness and ecological foundations and the drafting of it is crucial. We can take the example of a quorum. If you have a quorum requirement, what is its presence? What is the physical presence and consciousness of a nominated director in a room?

Radical new thinking: We do the same things over and over again at pivotal moments, expecting things to change. This is a form of immaturity and insanity according to Einstein. We need to create new structures

and we need radical new ambitions. A reconfiguration of the mind.

Responsibility: If leaders are not aware of their sense of responsibility - to self, to family, to friends, to colleagues, and to greater society - then they are going to miss the opportunities to make their lives better, to make society better and to leave a legacy of something good behind. Integrity is earned not by what we say but by what we think and do.

AN OVERVIEW OF THE DAY FROM THE PROGRAMME DIRECTOR: ADAM CRAKER

- In the present day, companies must strive to become Conscious Companies, where it's leaders become the stewards of mindful consciousness and ethical behaviour.
- The Japanese chairman of Sumitomo Rubber reflects on the need for "Discipline of Mind" in their business. This highlighted for me the benefit we gain from international diversity and perspective in business. The work in society by Sumitomo is a great example – we cannot take for granted the intent, ambition and impact that this has in Ladysmith.
- "Here's to conscious leaders, the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes... the ones who see things differently..." (Steve Jobs 1997)
- I was reminded of how important it is to balance in life passion, compassion and dispassion and the need to build the spiritual dimension of my life (not to be confused with religion, unless this is wanted too).
- Our mind works on the basis of 5% conscious and 95% subconscious. We can percolate our thoughts through silence.
- Quorum - the minimum number of members of an assembly or society that must be present at any of its meetings to make the proceedings of that meeting valid. But being physically or virtually present is not enough. Conscious leaders must bring self-awareness, mindfulness, and a deep sense of purpose to the meeting.
- A powerful, driven and intentional leader, calling others to step forward and take the leadership roles "occupied by the hyenas" in our country.
- Reputation is built in the long-term and image reflects brand at a point in time.



Adam Craker
CEO: IQbusiness / Winner CC Awards 2018 / Programme Director



Dr. Jan Bellermann
CEO: Conscious Leadership Academy (Germany)

TWO STATES OF BEING

Human beings experience life in two states – in stress or in well-being. When we experience stress, our body moves into a survival state and prepares for fight and flight. Put that into the business context when you face a new unknown challenge and are unsure how to handle it. In that moment, your brain is moving into a stressed state and you are not having access to your full intelligence. You're driven on autopilot; that means you're only repeating old solutions from the past. And that doesn't sound very clever in a world that is changing every day.



Tsakani Maluleke
Auditor General, South Africa

HOPE FOR SOUTH AFRICA

Working with young people in this country inspires me and gives me great hope for the future of South Africa. It tells a big story about what each and every one of us can do as leaders and to be conscious of our responsibilities to the country and to building our future. As we head towards the elections, we can reflect on 30 years of democracy and where we are currently. There are many troublesome stories about service delivery and the shrinking fiscus. This needs all hands on deck – every single one of us, whether we happen to be leaders in the private or public sector.



Prof. Mervyn King
Patron - Good Governance Academy

CONSCIENCE AND CONSCIOUSNESS OF CORPORATE LEADERS

What directors don't understand is that they are the conscience of the company because the company by definition, is always innocent. It's incapacitated. So it cannot mindfully and with intention, commit or wrong, but when something happens, which is adverse to society, the people to blame are those who are its mind and its conscience, namely, its corporate leaders, its directors individually and collectively as a board.

So consciousness in regard to corporate life is absolutely essential. And Brenda brought this to life, in discussions with me and I agreed to become a patron of Conscious Companies. And a conscious company is an organisation where its leaders have realised that they are the stewards of the company's assets, and it's business affairs that they have to believe and they have to look after it as they would look after an incapacitated human being. They are the conscience of the company and if they are proud of their consciousness, then the company will be seen as a good corporate citizen. So the emergence of conscious companies is critical, provided they have corporate leaders who are conscious, ethical corporate leaders.

PARTNERS WITH PURPOSE

The Conscious Leadership and Ethics Summit would not have been possible without the support and contributions of our partners listed. They have generously given of their time and resources over the years to make all our initiatives hugely successful. They understand that conscious leadership is action.



GURU KALI

CCO: Conscious Leadership Academy



LUBIN OZOUX

CEO: Sumitomo Rubber South Africa



ROMAIN DUVERGÉ

Relationship Manager: Banque Syz (Switzerland)



PEPE MARAIS

Group Integrated Chief Creative Officer: Joe Public

For now, though, it's chaos as usual in the upside down: Lockheed is bullish, and geopolitical leaders have new toys to test out. And some of these individuals who make that choice may be with us here this morning, with their own stories of a spark that went off inside, stories of an internal experience that moves the needle and an aching beauty found between the silence of each breath. Leaders with visions to turn ripples into tsunamis and the many voices trying to straighten out a wiggly world.

At Sumitomo, we have a special document by our founder from the 17th century. At its heart are business philosophies that informs how we should conduct ourselves, and they are integrity and sound management, enterprising spirit, people are our most important asset, to work for the benefit of self and others. It directs us to act in an ethical and conscious manner, and decisions that I, and the company take, are guided by this.

I worked from 2015 to 2022 in London in a top bank but while I was feeding my ego my soul felt empty. The early stages of the pandemic served as a spiritual awakening; a time where I embraced fully yoga and meditation. In every crisis, you can find sources of inspiration and growth. In 2020, I co-founded Goldman Sachs mindfulness community, introducing thousands of employees and clients to another way of being in the world.

Company culture is vital: Culture is determined by the purpose beyond profit of the organisation. The more employees are connected to the purpose, the higher their commitment to the company. Conscious Companies: It's about creating your own ecosystem based on a virtuous cycle, which starts with a focus on the development of people, which affects your product, which in turn serves your clients, resulting in a more sustainable bottom-line.



Hoosain Karjieker
Chairman: Mail and Guardian

NATION BUILDING NEEDS A CONSCIOUS SHIFT

If our leaders embrace ethical conscious leadership by prioritising honesty and integrity as a social responsibility, perhaps they can regain the trust and confidence of their country, their brand and the community. South Africa needs to recreate a strong reputation in the global community and at home. Will these elections bring about the ethical and conscious shift needed? If you consider the country's brand or reputation, then the country is the community and its populace should be involved when evaluating situations and making decisions. After all, involving people in nation building is a key success to securing your position as a successful leader.

Ethical Leadership has a significant impact on citizen engagement and encourages a culture of trust and justice. So many people have lost faith in the current leadership due to the lack of conscience and ethics. However, in looking to build a country and encourage change by working together to create the shift we need in consciousness and ethical behaviour.

HOW DO WE HERALD IN CHANGE FOR A BETTER WORD - A MORE CONSCIOUS ONE

There is a Sanskrit word called "Chit-ghanna" which means a mass of consciousness like a concentrated energy of consciousness all around us. This Summit is just that – a concentrated gathering of leaders whose stream of consciousness creates a oneness that is tangible in the room.

"Truth or Dare", the theme of the summit, comes at a pivotal time in the history of our nation. Although most of us are quite familiar with the concept of the game, in this context, it's a challenge as truth seems to be a matter of individual perspective and agenda.

The truth is that we are a week away from the national elections which could be a period of awakening for this country. The dare is a question that we put to every political leader on the ballot paper. Are you there to join a failed and corrupt political establishment in its looting frenzy while appeasing donors? Or are you there because you care about this nation's people, winning public trust and wanting to make a meaningful difference? We dare you to tell the truth. And the truth for those who vote is this: If we don't vote with wisdom, we risk the hijacking of our democracy.

Another dare is a challenge to both business and political leaders to look inward and experience the truth within themselves and how they impact the lives and livelihoods of others? The dare to business leaders is this: Ask yourself who are you and are you courageous enough to examine your own state of being; despite the challenges, despite your positional power, your asset base, your wealth status, and beyond your intellectual and academic understanding? Are you willing to examine your own consciousness?

“ There should be no room for hate when our true nature is love – but hate thrives! ”

The ancient Greek philosopher Socrates was once asked to sum up what the entire philosophical commandments could be reduced to and he replied "Know Thyself", which essentially was a call for self-awareness. He was also famous for saying that an unexamined life is not worth living. But few heeded him or took him seriously during his time. The ancient wisdom and the quest for consciousness has always been alive through the centuries and marks a turning point in the evolution of those seeking it. So what we are trying to do today - is no different. Especially in these times and the dismal state of affairs globally - it is critical to have the narrative of conscious, ethical leadership brought into the mainstream. Growing this mass of consciousness- this Chit-ghanna!

Imagine if the Presidents, pundits, world leaders and titans of industry who gather at Davos each year would embrace the deeper understanding of the transformative behaviour of conscious leadership and come to the realisation that true authentic leadership is an internal power that can touch and change a multitude of lives. A power that can never be found externally to you. This would propel us to return to a more just, more sustainable and better world and would be a catalyst for change to lead the way to a renewed sense of trust, humanity, honour and responsibility as the cornerstones of the sustainable future.

If it was at all possible, this realisation then gives rise to a sense of meaning, purpose and corrective, conscious, ethical behaviour that can propel us to return to a more just, sustainable and better world. This would then set into motion a global collective will to build a better world for us all, with the urgency that we currently require.

But what are the chances of the Heads of States and the luminaries that gather at Davos – dare to act as a cohesive force? So for now, this hope for Leadership to



Brenda Kali
Founder / Chairperson: Conscious Companies

embrace consciousness and mainstream its narrative and action can only be a dream or dare.

Our current dismal failure to build a conscious society, let alone a peaceful world, is a moral failure. When humanity finds itself with its back against the wall and the agony of utter hopelessness crushes it down, we need to realise that we could never have been brought down to such depths of anxiety and misery, if it had not been for the corruption, ignorance and grave weaknesses of the defective character of some of our leaders, both at home and globally. We weep today as a humanity, not only over the corruption and ignorance globally, but at the hateful rhetoric, war-mongering, anti-semitism, racism, brutality, violence, distorted narratives and the anguish and despair that exists around the world. There should be no room for hate when our true nature is love – but hate thrives! When so many people in so many lands have to suffer such catastrophic events, unprecedented chaos, diabolic leaders and the destructive agonies of nature... what can we do as individuals, as leaders - as human beings to create a better world – a more conscious one.

How do we herald in a change? We need to look no further than the mind and heart of leaders and their state of being. This is where consciousness plays a pivotal role. When we find the time to embark on an internal journey to penetrate the depths of one's own soul and understand what it means – this can stimulate our thinking enough and awaken something within that speaks to the heart and soul of humanity. This is who we are truly as a human beings and the understanding and action of it is a choice: In giving, in doing, in feeding the hungry, in healing the hurt, in helping your adversary, in dancing with your enemy, in loving the unloved, in saving a life, in defending the underdog, in educating a child that's not yours- is a choice.

There is nothing more powerful in your choices as your random acts of kindness and compassion – when you do it anonymously and do it enough times - particularly when it is done with no desire for recognition, fame or praise. Your every act- even the smallest can impact one life or several. It is the most powerful tool to change the world - to secretly commit little acts of compassion. So the question is What is holding you back from your little acts of compassion and kindness? What is holding you back from acting on behalf of humanity.

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CLOSING DATE: 31 MAY 2022

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