



CLARION CALL FOR CHANGE TO EMBED CONSCIOUS, ETHICAL LEADERSHIP AND PLACE THE WELFARE OF THE PEOPLE FIRST

At the Conscious Leadership and Ethics Summit 2022 – held last week at The Venue in Melrose Arch - the strong theme was that South Africa was at a crossroads, enduring enormous challenges with the people of the country having lost confidence in its leadership.

The soul searing conversations and input from delegates examined just what conscious leadership is and how it manifests to impact behaviour, culture and herald positive change to create conscious, courageous leaders in the evolution of organisations. It was an opportunity for leadership to evaluate and deepen the understanding of their power, purpose, service and legacy.

The Dalai Lama's special message to leadership as well as global icons and humanitarians spoke virtually including international and local speakers who addressed delegates.

There were three panel sessions featuring some of the country's leading business leaders. Mohanji's message of just 'be you' and Prof Bonang Mohale, President of Business Unity South Africa as well as Prof Mervyn King, Dr. Jan Bellermann and Founder of Conscious Companies, Brenda Kali spoke of change, governance and the urgency to see conscious ethical leadership embedded in the political and economic space said that the time was now for action and words were no longer trusted nor relevant, where meaningful change was required.

WISDOM FROM GLOBAL ICONS AND HUMANITARIANS



Dalai Lama

Spiritual leader and former Head of State of Tibet

There are three styles of compassionate leadership - the trailblazer who leads from the front, the ferryman who accompanies those in his care and the shepherd who sees every one of his flock in before him.



Sadhguru (India)

Yogi, Mystic and Founder : Isha Foundation

We are the generation that could have the great privilege of creating a solid foundation for the well-being of future generations. Otherwise, we will be denying them this possibility and destroy the foundation of life.



Sri Sri Ravi Shankar (India)

Co-founder: World Forum for Ethics in Business & Head of Art of Living Foundation

This is a time to think on how we can raise the consciousness of society. We need to prioritise our planet and be more conscious about how we use its resources. We can't afford to destroy this planet which we have to pass on to the next generation.



Sri Preethaji

Co-creator: Ekam - World Center For Enlightenment

There is so much unhappiness, so much division, conflict, war and selfishness. No humans have been to Mars as yet but we are already dividing up its real estate before we have even arrived. Until our consciousness moves towards oneness, nothing is going to change.



Susan Taylor (USA)

CEO: Generon International

Dialogue is the gateway to the emergence of our desired future where the sustainability of humanity and our planet can become a reality, it is more than just a conversation and awakens new potentials that couldn't be seen before.



Dr. Paul Ward (UK)

Director: Global Centre for Leadership Conscious

Awareness – Intention – Action: Conscious leaders should continually ask three questions: What are you noticing? What are your intentions about what you are noticing? What responsible actions will you take in response to what you are noticing?

AUTHENTIC 'BE YOU' APPEAL FROM MOHANJI

Business leader turned humanitarian, Mohanji spoke of the importance of being oneself. He says, "Consciousness in spiritual terms is that which sustains the universe; it is brighter than a billion suns and it sits in all living beings; we can call it soul, we can call it energy but it is that which sustains us.

When we talk of conscious leadership, the emphasis is on responsibility. We have inherited this earth for a short period of time. We have two boundaries, one is birth and the other is death, and both are beyond our control. How we behave when we are in this space is what determines us. We can behave

selfishly or selflessly. That is why I constantly say it's about what you give to earth and not what you take from it. We humans are here on a tourist visa for a short space of time. In a 100 years a totally different set of people will be walking this planet. We have to decide what we will be handing over to the next generation and what our legacy will be.

He believes, "You can help people but don't make them dependent on you. We need to empower people to become self-sufficient and cannot be dominated by greed and corruption. It is time for all of us to take a step and

play our part. Despite different languages and cultures, there is no intrinsic difference between people. Our hearts are the same, our intentions are the same, our inspirations and aspirations are the same. We need to understand and embrace this unity and all people need to be treated with kindness and respect. We can never underestimate any person and everybody has an element of leadership."



Mohanji: Philanthropist/humanitarian

LOVE AND AWARENESS IS ALL THAT WE NEED



Dr. Jan Bellermann:

CEO - Conscious Leadership Academy (Germany)

A recent survey of South African employees showed that 41 percent were stressed, 37 percent worried and seven percent angry. These are numbers that have nearly doubled during the past decade. We don't only affect people by our thoughts and words but also by our emotions. Whether you are aware of it or not, you are instrumental

in how other people feel. Leaders need to change the inner state from which they operate. The most successful leaders have a great self-awareness and are very conscious about their effect on others."

EXTRACTION FROM THE PROGRAMME DIRECTOR: ADAM CRAKER

- We are searching for truth and consciousness because we believe we must stand for truth and consciousness
We can restore the planet if we act now
- Our challenge is to be role models, to rise to the occasion because we are surrounded by leaders that have fallen asleep at the wheel
- People must come together with a sense of community like they do in the Netherlands to protect the dijks
- We need brands with purpose to create growth because profit without purpose is meaningless
- A business entity has no heart, mind or conscience, it's the leaders who must orchestrate the enterprise without adverse impact to ensure it makes a contribution to society Systems can drive better behavior in people if they are appropriately and responsibly designed
- Focus on consciousness to achieve enlightenment and fulfillment
- To be successful we must make a difference through our emotions by radiating energy all the time
- We are a broken people in a broken country - we cannot be islands of prosperity in an ocean of poverty. We must lift as we rise
- Consciousness is brighter than a million stars. Spirituality is you being you
- Develop dialogue to ensure mutual understanding
- Themes: Awareness – Intention – Action: Seeing what is going on around me; Determining one's intentions; Acting responsibly.
- Dream a world; consciousness is an awareness; change in intention and behaviour is key
- Care for life - we are one family; care for our planet; build a happy society that is stress-free, disease-free and inclusive.



Adam Craker: Programme Director
CEO: IQbusiness

INSIGHTS FROM OUR LOCAL ICONS



Prof. Bonang Mohale:
President - Business Unity (SA)

Bonang Mohale, dynamic advocate of conscious ethical behaviour, is passionate about how we can change the country.

He says: "We can see that we are a people in pain. We have to look beyond 'the self' to all humanity and see reflections of ourselves in other people. Ubuntu means 'I am because we are'. That's what it means to be genuinely human.

We are in a time where business in this country is twice as trusted as government. So how do we leverage and amplify this trust that has been extended to us? Business does not need government's permission to do good things and become the South Africa of Nelson Mandela's dreams. We can do it because it is the right thing to do."



Prof. Mervyn King:
Patron - Good Governance Academy

Guru of governance Prof. Mervyn King spoke of business being without a soul and it is a leader who instils a conscious culture of governance into an organisation.

The most important quality of a leader is to be conscious of the relevant facts and circumstances pertinent to the business of the company, he said. "In today's world, corporate leaders have to know what the purpose of the business is and what is the definition of purpose. It's profitable solutions without an adverse impact on people and if there are negative affects, these corporate leaders must have a plan to mitigate or mediate those wrongs. Today, the question is not how much money has the company made but how it has been earned."



From left: Pepe Marais: Group Chief Creative Officer - Joe Public, Bruno Olierhoek: CEO - Nestle (ESAR), Angela Russell: CEO - AMCHAM, Mikateko Tshetshe: VP - Unilever (SA), Webster Mfebe: CEO - SAFCEC and Mohanji

PANEL DISCUSSIONS: COURAGEOUS CONVERSATIONS ON CONSCIOUS LEADERSHIP

Panel One: Conscious Leadership & Ethics Beyond Covid and Into The Future

Transformation: What the world needs now is humane leadership. We also have to be introspective with ourselves and understand our own behaviours, triggers and responses in order to become better and more compassionate.

Internal space: Instead of looking outside and expecting others to change the world for the better, let us make our own impact. Create ripples, get others aligned and onboard and together we can make a big impact.

Lessons learnt: We need to hold on to some of the critical life lessons we learnt during the pandemic. You need to show up as your best self and to feel that you've been seen and heard. This allows people to be able to speak up and contribute to the conversations being made and feel safe while doing it.

Redefine: One cannot be rigid any longer and follow the usual habits and patterns, especially after a pandemic that has claimed millions of lives. Never look for perfection – it is always a process.

Ubuntu: We need a new kind of leadership that is caring and sharing and also resonates with the African value system of ubuntu. We need to create an inclusive and sustainable society together. We need to stand up against complacency, abuse of power and absentee leadership.



From left: Bruno Olierhoek: CEO - Nestle (ESAR), Angela Russell: CEO - AMCHAM, Mikateko Tshetshe: VP - Unilever (SA), Webster Mfebe: CEO - SAFCEC and Mohanji

Panel Two: Embedding Conscious Leadership and Ethics into the Educational System

Unleash potential: Our educational system is training people to be employees. It's not training people to be themselves, develop their potential and be authentic. One achieves their goals, accumulate wealth and positional power through the education system. But the direct correlation is that there is still something missing and some soul searching needs to be done.

Scope: Leadership development at university level is stuck in an old paradigm of strategic, project and financial management. There is no scope or training for conscious leadership.

Re-imagine: Re-look at the curriculum at the National Schools of Government as well as business schools. Develop leaders who will show up differently in their workspace, and become more conscious. Overhaul the development programmes, especially the leadership programmes.

Status Quo: In most business schools, the curriculum reinforces a narrow view of the purpose of business.

Mastery: People are living with uncertainty and they have to learn to deal with it. Knowledge is doubling every 24 hours. So it is about us becoming more mature and learning to dissolve our hurts and master our emotions.

VUCA: We first have to frame what consciousness is in context of the educational system. Often there is a very reductionist view of consciousness being something very esoteric. We need to help the youth to navigate the current VUCA (volatile, uncertain, complex and ambiguous) environment.

Soul Learning: We focus on producing students with distinctions but it isn't only about that and what they achieve on the sports field. It's about teaching values and touching the soul. It's about learning about purpose, meaning and why we are on this earth. This gives young people a long-term vision and clarity.



From left: Marc Lubner: CEO - Afrika Tikkun, Dr. Jan Bellermann: CEO - Conscious Leadership Academy (Germany) and Rabbi Hadzan: Dean - Torah Academy and Rabbi Great Park Synagogue

Panel Three: Conscious Leadership, Ethics, Media and Technology - Is it an Oxymoron?

Connectedness: Social media has become integrated into the very fabric of our life. The definition of connectedness for many people has changed dramatically. It's not about a spoken conversation. Those who develop the technology have to put in ground rules, especially for children.

Parental guidance: It is important that parents track what their children are doing online and are kept safe. We have to teach our children that 'the perfect worlds' created by others on social media are not necessarily the truth.

Humanity at Play: The advent of 4IR must be seen as a promise and not as a peril as it would require large scale collaboration from academia, civil society, public sector, private sector, government and various other corporations within the context of conscious leadership.

Disruption: Social media has completely disrupted media consumption habits across the world. News organisations were already battling to navigate this when the pandemic hit and they lost even more income streams. However, this period also taught us that people want to 'know more' and platforms such as Google and Facebook become more dominant at this time.

Robots at work: Sixty percent of your respondents on social media are not people but AI (artificial intelligence) machines so it isn't a human giving you advice; it is an AI agent defining how you feel and monitoring what sites you have visited.

Cybersecurity: I think we are at a crossroads. Companies are stealing data (information) all the time and you have armies of people trying to access your phone and it's becoming really simple for them to do it.



From left: Michael Judin: Partner - Judin Combrinck, Charmaine Houvet: Director - Cisco, Viviana Agtmaal: Head - Banque Syz (SA), Richard Firth: CEO - MIP Holdings and Hoosain Karjieker: CEO - Mail & Guardian

A NEW FRAMEWORK TO IMPLEMENT CONSCIOUS ETHICAL LEADERSHIP



Brenda Kali: Founder - Conscious Companies and Conscious Leadership Academy

This is a time of great polarity: life and death, breath and ventilators, burning lockdowns and load-shedding, looting and flooding, untold violence against women, paralysis from the leadership and economic meltdown. Against this backdrop, trust, humanity, ethical behaviour and change are the key drivers that initiated the annual Conscious Leadership and Ethics Summit, especially at a time when our leaders globally have failed to act as a cohesive force and trust becomes a nice-to-talk-about ideology.

If man's violence, exploitation of nature and his bellowing passions had not been the consequences of his greed and our collective vices, then there would not be such a challenge to embed conscious, ethical leadership in all sectors of society.

According to our headlines, we are going where no man has gone before, to new heights of greed and new depths of malevolence, a case in point is the war in Ukraine. It seems that at some point in this human experience, the desire for abundance can turn into greed, and our yearning to guide can unfold as a hunger for power. The consciousness of most of our current leaders is undoubtedly questionable. Ethics and values only need to be 'regulated' and 'governed' in a system where the consciousness of the organisation allows for ethical irregularity. This is the current system, and those that choose to carry a flame of virtue as they walk through grey corridors and sit in swanky boardrooms are not fighting against the current system, they are the system fighting for itself.

The Summit provides a framework to help leadership think and identify what's missing, what's gone wrong and what needs to be done. The critical need for visionary, high calibre leaders who strive to create a meaningful and conscious environment to lessen the suffering and stem the tide of corporate greed and scandal is at crucial turning point at the moment when the need for more money, fame, status, more power, possessions and pleasure is why leaders renege the way they do. Sadly it is not just here at home, it's a global malaise. As trust and ethics become increasingly crucial in business and government, leaders should have first-hand knowledge of how rapidly companies and countries can crumble when leaders are clueless about consciousness and unwilling to engage with it or change behaviour.

Markus Braun, the Austrian tech entrepreneur who built Wirecard into one of Germany's biggest companies, was arrested a week after the discovery of a \$2.1bn accountancy scandal. News broke on the missing funds and his arrest followed swiftly. Back home, Markus Jooste, former CEO of Steinhoff, has not seen the inside of a jail cell, yet he oversaw an accountancy scandal that wiped \$9.16bn off Steinhoff's market value in a few weeks back in December of 2017. It is a contrast that has many scratching their heads as to why, on the surface of it, the wheels of justice grind too slowly on the southern tip of Africa, especially after the Zondo Commission Reports. Despite the overwhelming evidence of state capture, we are yet to see justice. We, the people of South Africa deserve better from our President and his merry men. Justice now, no loadshedding now, no pandering to thugs and goons now, not in eight years or not ever. Action now would be the way for the leader of this country to earn trust, re-build confidence and engage in a new kind of dialogue that creates a practical understanding of what it means to be conscious, ethical, honourable and act with integrity and a modicum of contrition.

It is my fervent wish that President's Report, the outcome of the Summit, would offer some solutions and that Ramaphosa would reach out to embrace and implement it. After all, it is a profound new framework for thinking about leadership that speaks to the heart and soul of man that offers a sense of meaning, purpose and connection. Putting the nation's people first, beyond himself and his leadership, should be the priority.

PARTNERS WITH PURPOSE

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

Merrick Abel

CEO: Primeserv Group

Quiet actions of compassion, care and kindness are the key drivers of successful, responsible leadership. Knowledge, skill, ability, experience, intelligence, strength of character care and ethical behaviour are the traits that deliver productivity, performance, and a sense of belonging in any organisation.



Bruno Olierhoek

CEO: Nestle (ESAR)

Three things define what I believe contribute to living a conscious life and being a conscious leader and stem this: 'Geen woorden, maar daden' ('No words, just deeds'). For everyone to survive and thrive collaboration is key; everybody has to work and pull together because we're all in it together.



Mikateko Tshetshe

VP Finance: Unilever (SA)

The world has never had a clearer view of the massive social and environmental challenges that face all of us. The need for action has never been greater. We cannot conquer these challenges in a piecemeal way. Sustainability is no longer a 'nice to have' but a commitment that should be the foundation of each company's growth and success.



Richard Firth:

CEO - MIP Holdings

As a business MIP defined the the four 'ps' namely purpose, people, planet and profit and what it meant for us. We were not forced or regulated to do anything but it has made a huge difference to various communities. We used our technology to help an NGO, the Tears Foundation; we have built our own internship programmes and we have been involved in a rhino programme.



Guru Kali

Executive Creative Director - Agni Media Concepts

Regardless of external circumstances, it is the internal consciousness of the human being that manifests itself externally. Whether we are given the title of president or we are homeless, if it is within our consciousness to do something then we will do it. For many love is still too strong a word for the boardroom. We have built rocket ships and skyscrapers and yet we are still unable to convey the simplest human expressions of empathy and compassion.



Hoosain Karjieker

CEO - Mail & Guardian

We need to keep people informed about how to utilise social media more effectively and more responsibly. We also need to limit the damage caused by fake news. The one positive aspect of social media is that when we do something wrong, we get caught out very quickly. And then there's the public reaction which creates conscious awareness among young people. They are able to see what behaviours are wrong and it's a huge learning experience for them.



CALL FOR NOMINATIONS FOR THE CONSCIOUS COMPANIES AWARDS 2022

CLOSING DATE: 31 MAY 2022

SEND YOUR NOMINATIONS TO

✉ awards@consciouscompanies.co.za 🌐 consciouscompanies.co.za

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