

Benefit Corporations, Global Consciousness and How You Can Co-Create a Sustainable Economic System

Humanist Community

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What is the biggest
impediment to a
sustainable global
economic system?

The belief that the
corporation exists solely
to maximize profit for
shareholders.....

.....and that it is morally
acceptable to externalize
the negative
consequences of
corporate behavior on
society and the
environment.

These beliefs make corporations prone to sociopathic behavior because they have only a limited, profit-oriented conscience.

What is the second
biggest impediment to a
sustainable global
economic system?

Corporate Lawyers.

Why? Lawyers faithfully
apply the law to maintain
these fundamental
beliefs about
corporations.

In the new, sustainable
economic paradigm the
corporation exists to
optimize profit and good.

Corporations in the new
paradigm have a global,
triple bottom line
consciousness:
Profit, People and Planet.

Corporations in the new paradigm have a social and environmental conscience that transcends and includes the profit oriented one.

What is the vehicle of the
new economic
paradigm?

The benefit corporation:
corporations with a social
and environmental
conscience.

What is a benefit
corporation?

A regular for-profit
corporation with three
additional tenets:
Public Purpose
Transparency
Accountability

Public Purpose:
Provide a material positive
impact on society and the
environment from its
operations taken as a
whole.

(e.g. California benefit corporation law)

Transparency:
Measure material positive
impact on society and the
environment using a 3rd
party standard such as B
Lab's Certified B
Corporation Assessment

Accountability:
Report provision of material
positive impact on society
and the environment
annually to public and
shareholders.

Fiduciary duties of directors
extend to all of a
corporation's stakeholders,
not just shareholders.

These changes make
benefit corporations prone
to altruistic behavior
because they have a
comprehensive conscience.

The Benefit Corporation
changes the global legal
matrix:

Law in 26 states, including
Delaware
DC, British Columbia

The Benefit Corporation is
spreading:

Over 500 benefit
corporations in US since
first law adopted in 2010

Transparency and
Accountability are
spreading:
Over 1000 Certified B
Corporations in 32
countries

Transparency and
Accountability are
spreading:

Over 17,000 Businesses
have taken Certified B
Corporation Assessment

Global Consciousness is
Spreading:
Countries in the European
Union and South America
are re-considering
corporate form and purpose
of the Corporation.

Accountability and
Transparency are
spreading: European Union
requires triple bottom line
reporting in public
companies by 2017

Global Consciousness Applied:

Leaders must understand
consciousness because
they set the Field of
Consciousness in their
businesses.

Global Consciousness

Applied:

Leaders must understand
how to optimize and
stabilize their own
consciousness.

Global Consciousness
Applied:
Leaders must understand
developmental theories of
consciousness.

Global Consciousness

Applied:

Leaders must understand
the difference between love
and fear.

Global Consciousness Applied:

Benefit Corporations lead to
a love-based economy
based on love of
stakeholders, society and
the environment.

The Big Vision:
What would the world be
like if all corporations were
benefit corporations?

Call to Action: Support
Certified B Corporations
Encourage corporations to
become benefit
corporations
Spread the Word

Foreword by **KEN WILCOX**
Chairman of Silicon Valley Bank

SECRETS OF SILICON VALLEY

GREAT FROM THE START

HOW CONSCIOUS CORPORATIONS
ATTRACT SUCCESS

JOHN B. MONTGOMERY

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