

Raj Sisodia

Best-Selling Author; Founding Leader of the Conscious Capitalism Movement

Please contact a GDA agent for information.

Topics

- Change Management / Organizational Change
- Corporate Culture & Governance
- Corporate Social Responsibility
- Ethics / Values
- Futurists / Trends
- Leadership

About Raj Sisodia

A founding member of the Conscious Capitalism movement, Raj Sisodia is FEMSA Distinguished University Professor of Conscious Enterprise and Chairman of the Conscious Enterprise Center at Tecnologico de Monterrey. He is the Co-Founder and Chairman Emeritus of Conscious Capitalism Inc.



Raj was born in India and spent parts of his childhood in Barbados, California, and Canada. He was educated as an electrical engineer at the Birla Institute of Technology and Science (BITS, Pilani). He received an MBA in Marketing from the Jamnalal Bajaj Institute of Management Studies in Mumbai after which he earned a Ph.D. in Marketing and Business Policy from Columbia University.

Until 1998, he was the Director of Executive Programs and Associate Professor of Marketing at George Mason University in Fairfax, Virginia. From 1985 to 1988, he was Assistant Professor of Marketing at Boston University.

He also spent 15 years at Bentley University as Trustee Professor of Marketing, Department Chair and founder/director of the Center for Marketing Technology. Raj has consulted with and taught executive programs for numerous companies, including AT&T, Nokia, LG, DPDHL, POSCO, Kraft Foods, Whole Foods Market, Tata, Siemens, Sprint, Volvo, IBM, Walmart, Rabobank, McDonalds and Southern California Edison. Raj is an American citizen residing in Boston, Massachusetts.

Raj has published fifteen books (including *Awaken*, *The Healing Organization*, *Conscious Capitalism*, *Firms of Endearment*, *The Rule of Three*, *Shakti Leadership* and *Everybody Matters*) and over 120 academic articles. His work has been featured in the *Wall Street Journal*, *The New York Times*, *Fortune*, *Financial Times*, *The Washington Post*, *The Boston Globe*, *CNBC* and many other media outlets.

In 2003, Raj was cited as one of “50 Leading Marketing Thinkers” and named to the “Guru Gallery” by the Chartered Institute of Marketing. Bentley University honored him with the Award for Excellence in Scholarship in 2007 and the Innovation in Teaching Award in 2008. He was named one of “Ten Outstanding Trailblazers of 2010” by Good Business International, and one of the “Top 100 Thought Leaders in Trustworthy Business Behavior” by Trust Across America for 2010 and 2011. In 2013 and 2015, Raj was named to the Thinkers 50 list of business and management thinkers from India. Raj received an honorary doctorate from Johnson & Wales University in 2016 and the Business Luminary Award from Halcyon in 2021.

Raj served on the Board of Directors of The Container Store and Mastek Ltd. He is a Trustee of Conscious Capitalism Inc. He is on the Advisory Board of several organizations, including the Fowler Center for Business as an Agent of World Benefit and PayActiv.

Select Keynotes

- **Creating a Healing Organization**

We live in a world of extraordinary pain and suffering. Public confidence in major corporations is at an all-time low. Why? Too many businesses exploit their people and harm their communities for short-term profit. If we are not consciously part of the healing, we are probably part of the hurting. But it doesn't have to be this way. *Business can become the primary agent for healing society.* This is not about healing businesses; it is about business as healing. Business can take wounded people, broken communities and damaged ecosystems and make them whole again – and businesses that operate in this way will be more successful and profitable over time. I will share stories of such businesses and extract lessons from them.

- **Whole Leadership: Becoming a Wise Fool of Tough Love**

Becoming whole means integrating the healthy aspects of the four energies that reside within each of us: elder energy, child energy, father energy and mother energy. Unfortunately, most of do not have access to all of these, and many of us manifest the unhealthy aspects of them. This interactive keynote will demonstrate the power of wholeness in leadership and in life, and will introduce a tool to help you get there.

- **Marketing as Healing**

The marketing profession has been going through an existential crisis in recent years. Even as spending on marketing has soared, customer loyalty and trust have plummeted. Marketing remains too short-term focused, overly reliant on gimmicks and disconnected from real value creation. Learn how marketing can move away from hucksterism and embrace healing: enhancing the quality of customers' lives by uncovering and satisfying deep-seated and real customer needs in a way that creates tangible and sustained value for customers, companies and society.

- **Aligning and Integrating Stakeholders for Optimum Performance**

If you look for trade-offs, you are guaranteed to find them. But if you reject trade-offs and search for synergies, you are very likely to find those as well. Learn how you can break the traditional mindset of viewing stakeholders such as customers, employees, investors, suppliers and communities as competing claimants on a fixed pool of value. Explore how companies can use the aligning power of a compelling purpose to attract the right stakeholders, bring their interests into harmony and release extraordinary amounts of additional value.

- **Cultivating a Conscious Culture**

As Peter Drucker said, "Culture eats strategy for lunch." Learn how you can create, sustain and strengthen a conscious culture that will become a bedrock of strength for your organization. Above all else, such cultures are built on a foundation of love and accountability, in contrast with traditional cultures that are full of fear and stress. They are also based on high levels of trust, authenticity, transparency, integrity, learning, empowerment and egalitarianism.

- **Discovering Your Higher Purpose**

The greatest difference between traditional, low-performing, profit-driven businesses and conscious high-performing businesses is the sense of shared purpose that infuses the latter. Great companies always have great purposes, which are often variations of the Good, the True, the Beautiful and the Heroic. Learn how your company can discover or rediscover its unique higher purpose, and how that purpose can evolve over time.

- **Conscious Leadership**

This talk explores how the definition of leadership is evolving rapidly as we change the way we think about business. Conscious leaders are driven by service to the purpose of the business, and deeply care about the well-being of all the people impacted by the business. Conscious leaders possess high levels of emotional intelligence and are spiritually evolved. They are strong individuals with a great capacity for love and care. They possess tremendous moral courage and are able to withstand the constant scrutiny and criticism they face from those who view business in a more traditional and narrow manner. Above all, they view themselves as trustees of the business, seeking to nurture it and safeguard it for future generations, and as stewards of all the lives entrusted to them.

- **Everybody Matters - and Everybody Wins**

Based on Raj's book *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family* (published October 6, 2015.) In this talk, I share the lessons learned throughout the transformation of capital equipment and engineering consulting firm Barry-Wehmiller as well as Chapman's own personal transformation as a leader. You'll get an insider's view of the steps Chapman and his team undertook to create a thriving organization where making people feel valued, cared for, and an integral part of the organization's shared purpose is the priority. You'll be inspired and equipped with tangible actions to implement today to build an exceptional organization for tomorrow. "Everyone wants to do better. Trust them. Leaders are everywhere. Find them. People achieve good things, big and small, every day. Celebrate them. Some people wish things were different. Listen to them. Everybody matters. Show them."

- **Firms of Endearment: How World Class Companies Profit From Passion and Purpose**

Combining Raj's work in the book *Firms of Endearment* with his recent book *Conscious Capitalism*, this talk is about the journey towards becoming an endearing and enduring organization. Learn how your company can shed the old, narrow, instrumental view of business and embrace a more expansive and deeply fulfilling vision of what business can and should be.

- **Conscious Capitalism: Liberating the Heroic Spirit of Business**

Capitalism has been extraordinarily successful over the past two centuries at raising human living standards, life expectancy and life satisfaction. But the old way is not working any more. The world has changed so much and people have evolved so rapidly that we need to bring a higher level of consciousness to the world of business. Conscious Capitalism is an emerging paradigm that realigns business to the emerging realities of our world. Conscious businesses deliver extraordinary financial performance while creating multiple kinds of positive value for all stakeholders: intellectual, physical, ecological, social, cultural, emotional and even spiritual.

- **Healing Leaders: Seven Steps to Recovery of Self**

Based on Raj's 2023 book *Awaken*, this keynote is about the seven step journey we all need to go on to heal ourselves and lead lives of impact and fulfillment. The steps are: Know Yourself, Love Yourself, Be Yourself, Choose Your Life, Express Yourself, Become Whole and Heal Yourself.

Raj will share his personal journey and inspire you to embark on your own journey of growth and healing.

Select Book Titles

- **2023:** Awaken: The Path to Purpose, Inner Peace and Healing
- **2021:** The Global Rule of Three: Competing with Conscious Strategy
- **2019:** The Healing Organization: Awakening the Conscience of Business to Help Save the World
- **2018:** Conscious Capitalism Field Guide: Tools for Transforming Your Organization
- **2016:** Shakti Leadership: Embracing the Feminine and Masculine Future of Business
- **2015:** Everybody Matters: The Extraordinary Power of Caring for Your People Like Family
- **2014:** Firms of Endearment: How World Class Companies Profit From Passion and Purpose, 2nd Edition
- **2013:** Conscious Capitalism: Liberating the Heroic Spirit of Business
- **2011:** The 4 A's of Marketing: Creating Value for Customer, Company and Society
- **2007:** Firms of Endearment: How World-Class Companies Profit from Passion and Purpose
- **2006:** Does Marketing Need Reform?: Fresh Perspectives on the Future
- **2006:** Tectonic Shift : The Geoeconomic Realignment of Globalizing Markets
- **2002:** The Rule of Three: Surviving and Thriving in Competitive Markets
- **2002:** The Consolidation of the Information Industry: A Paradigm Shift
- **1998:** A Strategic Vision of the Wireless Industry: Communications Unbound

Select Articles

- [Raj Sisodia's 11 Ways to Start Your Conscious Business Journey](#)
- [The Business of Business Is People](#)
- [What is a Conscious Business? An Interview with Raj Sisodia](#)
- [Capitalism is for Lovers Too](#)
- [Want to hire great people? Hire consciously.](#)

Select Testimonials

Raj, It has been a blessing to hear you, and feel your soul. You have touched me, and I am so grateful. Raj has touched a deep emotional cord in acknowledging and honoring women's role and contributions - many thanks for bringing forth this discussion Your peaceful, calm presence is a teaching in and of itself Raj! I feel so blessed to have been present for this. Raj you are the magic ointment the world is desperately looking for. Thank you Raj for honoring the feminine and bringing healing through your own heart. We cannot take people farther than we are willing to go ourselves. I appreciate you for your depth and what you illuminated today! Raj thank you so much for all of that, beautiful and inspiring in so many ways. Thank you Raj. The depth of your wisdom, humility and leadership is beautiful. Thank you, Raj for being in this world and bringing your wisdom and experience. Thank you Raj for your vulnerability and leadership through your heart. Raj, so much gratitude and admiration for you, your journey and the work to help heal the world. Raj, it has been a blessing to hear you, and feel your soul. You have touched me, and I am so grateful. Such a powerful and gentle speaker, wise beyond his years. Raj you are a radiant being and you are radiating so much love and wisdom! Thank you so much! Raj words cannot express how grateful I am for sharing your wisdom with us and the world! Firms of Endearment changed my life, provided a new compass - thank you for your many gifts Raj! This has been off-the-charts FABULOUS. Thank you @Raj. We are all IN the Age of Transformation, and, with Guides like Raj, we are helping to birth that new age for everyone in the world. This has been a deeply moving session. Thank you @Raj for modeling vulnerability as strength and true leadership. Raj is such a beautiful embodiment of integrated masculine and feminine. Thank you for showing how vulnerability increases intimacy and connection. The new paradigm requires us to live from love. Raj is new to my world so I don't have a prior experience to compare to. What I experienced the gift of love, vulnerability, and that always learning and transforming is happening. Much Gratitude & Love for who you are and the light you are to the world.

— *Awakening Conscious Leadership - XChange*

- Thank you for a beautiful closing to this wonderful event. - Inspiration, hope, purpose, love...Amazing! - Fantastic - deeply transformative. I am rewriting my why statement. - Raj has such a great presence! Love hearing him speak! - Brilliant, wise, & inspiring! - Love his new model of the four energies. His passion for his message and the case he makes for the change we need. - Can't wait to read your new book. - Such a great speaker, so inspiring. So simple and makes so much sense. Why all companies don't buy-in to these principles, I don't understand but look

forward to moving my organization closer to these values. Thank you! Thank you! Thank you! - Very inspiring and crucial message. - Raj is shining his light in such a profound way. Thank you for being an inspiration with all that you do as an author and founder of Conscious Capitalism. - Wonderful examples. Very thought provoking info & perspective to marry with presentation to senior leadership. - Excellent! - I loved how he incorporated gentle humor and many historical examples. It got a little "heavy" in the middle, but he pulled us up at the end. - Amazing - very healing, grounded and peaceful. - Bless you! Bring more healing! We need you! All our love! - Captivating! Love your work! - Fantastic, heart-driven presenter. - Solutions for our troubled world. - Raj is amazing! Gives hope to us all. - Love after love. One person and one organization at a time - we can heal people, business, government and our earth. - Very thought provoking. Thank you for sharing the impactful stories. - Wow! Totally connected to this message. Thank you! - Impactful, important message. Wow! - This speaker, like most at this conference, provided context that is applicable to any human who works with other humans. - Great bookend to Bob Chapman - echoing the message that people are the heart of business. - Thank you for the reminder of kindness.

– *Fusion 2.0*

Thank you for your vulnerability, your openness, your love. It has been a blessing to listen to you today. This truly resonates with so many aspects of and very insights, thank you!!! Raj - Thank you so much! Looking forward to reading your book that I just ordered! Onward and Upward! #Inspired Humbly, peacefully, speechless. Thank you Raj. Thank you again Raj, this is revealing, inspiring and a good setup for reflection

– *HSM*

Sensationally inspiring presentation!! Really loved this! Really resonates. This has been absolutely incredible and eye opening. Thank you Raj for conveying your incredible journey! So many gems to take away from your time with us. You're so in touch with your Emotional Intelligence and that serves as a model of EQ for our team. Such a great and inspiring session! Very inspiring and powerful session. Thanks Raj and team!

– *Mimecast*