

# CONSCIOUS CULTURE ☀️

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## Making Work Better in 2022



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### Conscious Culture Community Report

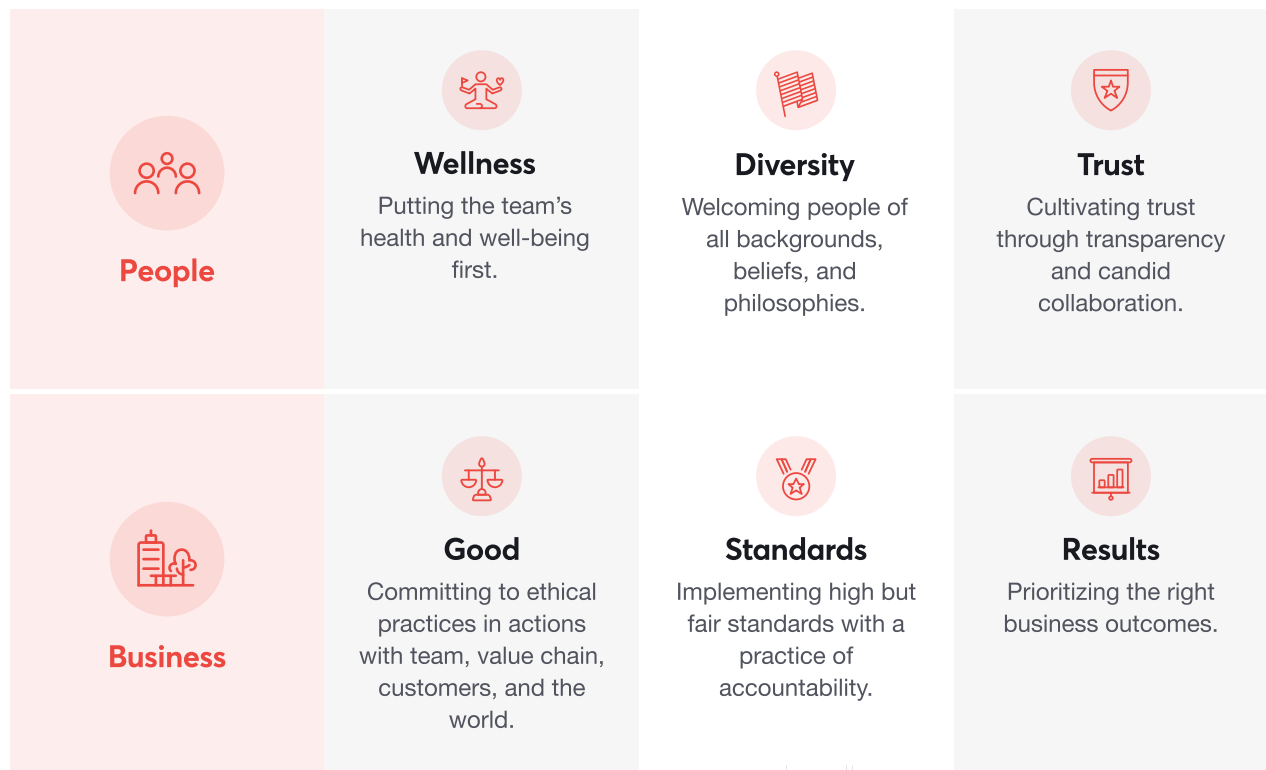
Your company is only as good as your employees, and your employees are only as good as the teams they work within. Conscious Culture stems from the belief that work can, and should, be improved by prioritizing the people behind your business.

Committing to a Conscious Culture means prioritizing culture building, championing initiatives that lead to tangible results for your employees and business alike, and working to honor both high quality execution and people.

### What is Conscious Culture?

***Conscious Culture is an innovative, open-source movement and go-to knowledge base for building better companies.***

Conscious Culture identifies the following as foundational principles:



## Conscious Culture Beginnings

In June 2021, the Bolt team took a crazy step that had nothing to do with their core product areas but everything to do with who they were as a group of people. As a team, Bolt spent a significant amount of time working on the culture and came to a central belief that the company had to prioritize people in its operations. Bolt shared its cultural playbook with the world with the hope that other companies might confirm this idea as well as benefit.

## Conscious Culture Today

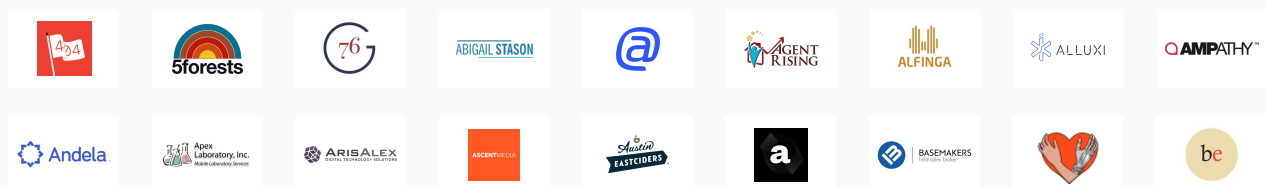
***“A Conscious Culture is a work culture built on purpose, that cares about its people as much as it cares about its business outcomes.”***

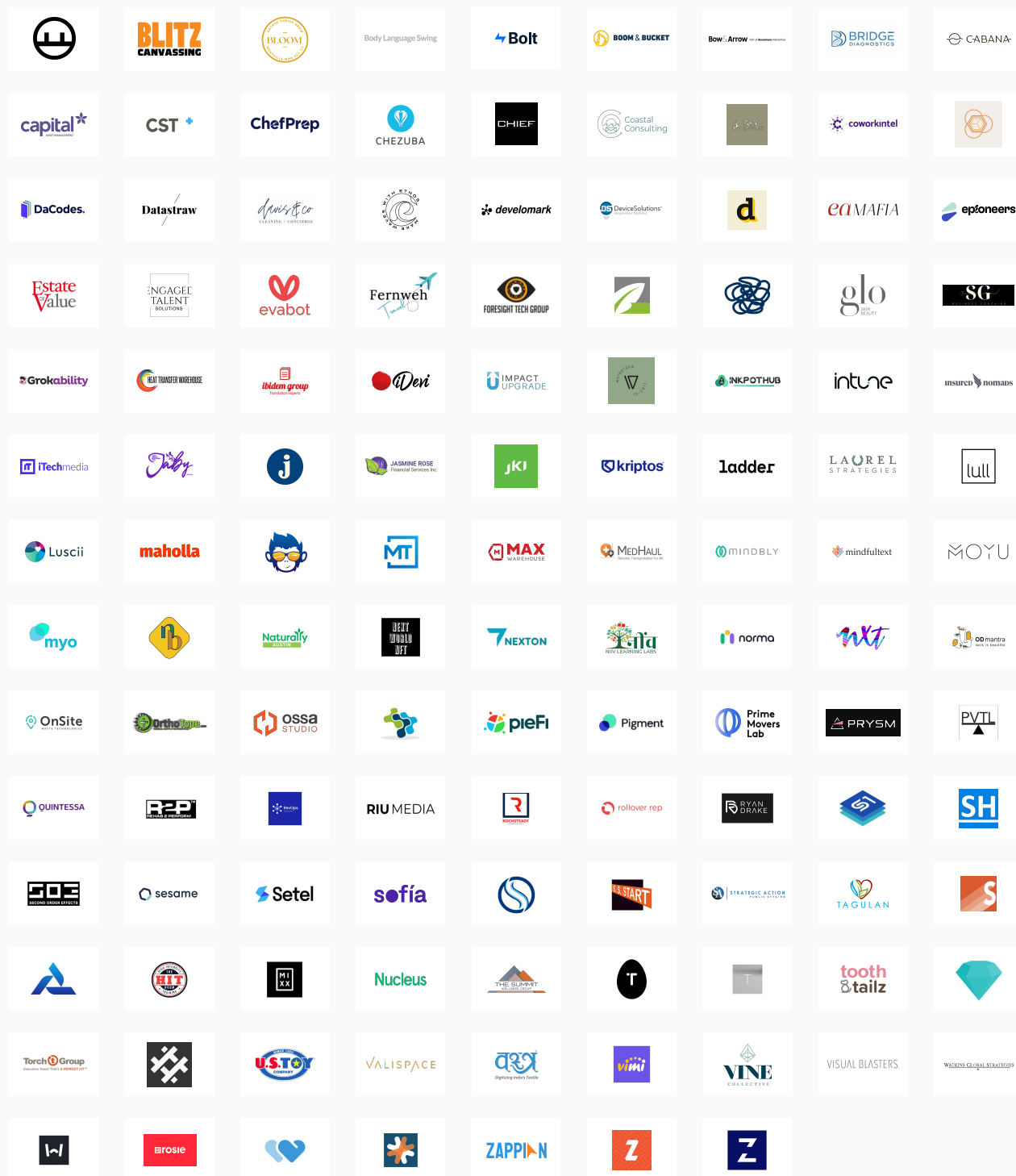
**Ryan Breslow**, Founder and Executive Chairman, Bolt

Less than a year later, over 200 companies have publicly committed to Conscious Culture principles, launching a movement for companies to do work better for their people and the world. With Bolt as its founding corporate partner, Conscious Culture is building bold to support this growing community of companies and business leaders.

We conducted a survey of our committed companies to learn more about why they are Conscious Culture companies and how we can together achieve this vision. Here we share the survey results as well as a preview of Conscious Culture’s 2022 activities for all companies who want to make work better.

## Meet some of the Conscious Culture companies





## What do Conscious Culture Companies Look Like?

Simply put, a Conscious Culture company is one that has publicly pledged to the principles of a conscious work culture. Conscious Culture companies know they achieve better business outcomes when people are placed at the center of work.



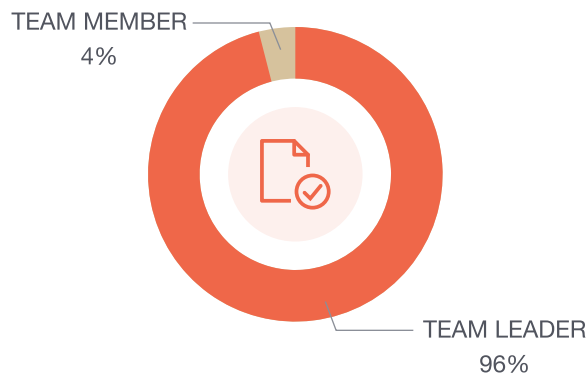
### Leadership commitment is key

***"I am trying to build the company I wish I could have worked for when I was younger."***

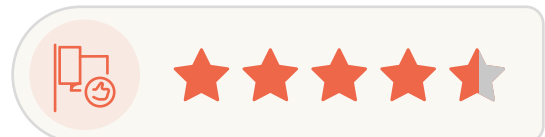
**Alison Gianotto**, Grokability

Companies that join Conscious Culture share one key attribute: their leadership is engaged. Executive-level teams pledge their companies to Conscious Culture. For younger companies, CEOs and founders are most often committing their companies and for larger companies, the executive teams can be more broadly involved, including COOs, CMOs, and People Operations leadership. These leaders speak for their company's strategic initiatives in team and work culture.

### Leaders make the company commitment to Conscious Culture



### Leaders rate their ability to impact company culture as very high



## No wrong time to invest in people

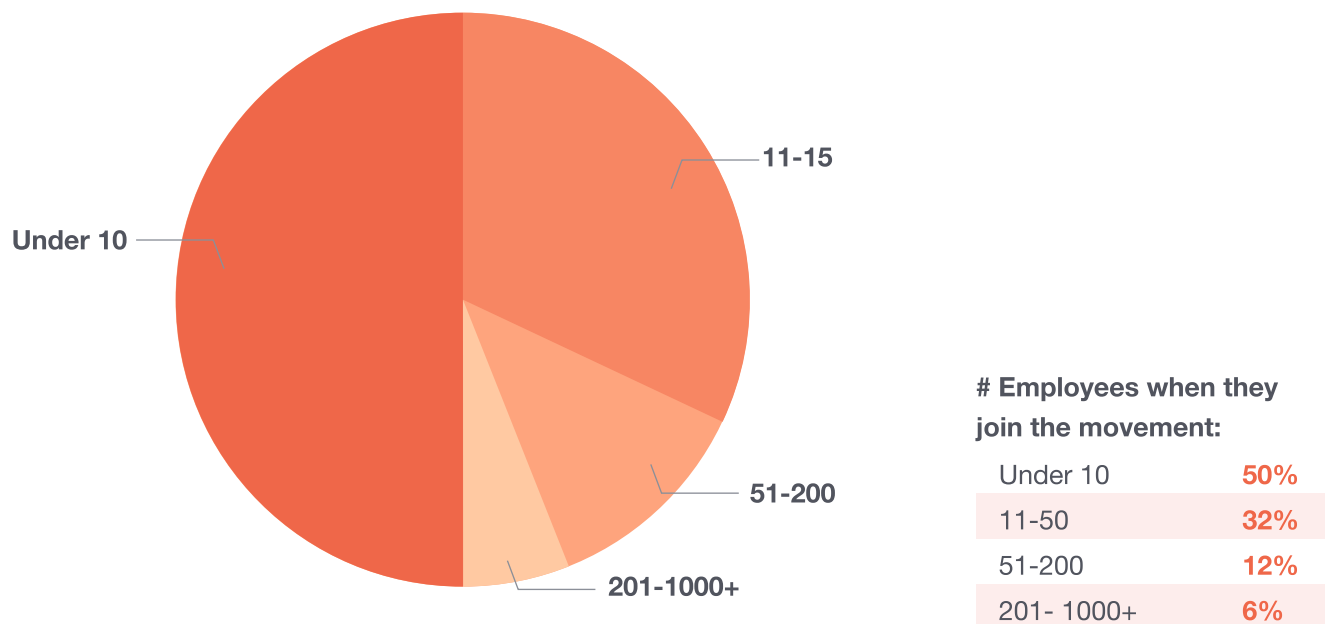
*“We're venture backed and unfortunately at our stage, many investors think we shouldn't care about whether or not our employees are happy, healthy or fulfilled. I wanted to create an organization that I wanted to work at.”*

Erica Plybeah, Medhaul

Conscious Culture sees many start-ups joining early, even during bootstrap, seed, and A round funding stages. Given past entrepreneurial narratives that start-up teams sacrifice life for work, this move by early stage founders to dedicate time and resources to starting right with work culture is encouraging. These companies are creating critical positive expectations for their teams, customers, and partners about how they will operate.

Companies join Conscious Culture at all sizes and stages with a healthy representation of mid-size companies as well as large corporations.

## Conscious Culture is for any size company



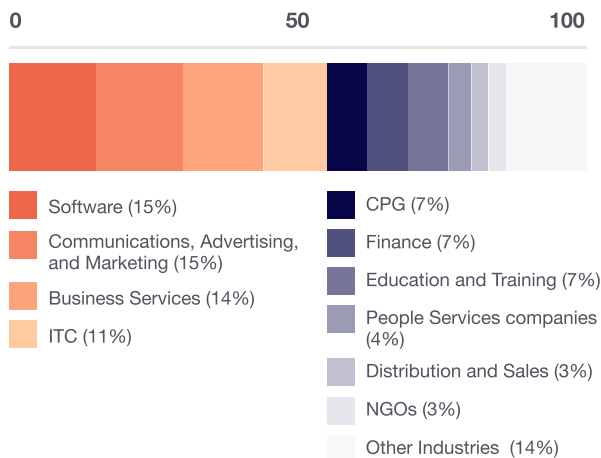
## Every organization should be conscious of its culture

***“Our goal is for a contagiously kind and aware culture of generosity in all regards.”***

**Andrew Jernigan**, Insured Nomads

Conscious Culture is for any company that cares about its culture and believes that the best way to ensure success is to make people a priority. This shared commitment leads to great diversity in the community with many industries around the world. While half of the Conscious Culture community is companies in the high tech spaces, our members represent almost every major industry—from product design, manufacturing, and delivery to service industries across business, consumer, and education.

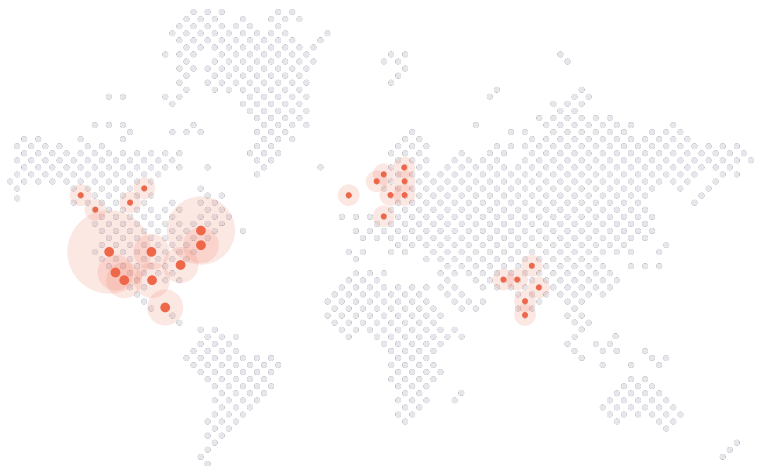
## Conscious Culture companies come from many industries



Placing people at the center of work culture is intrinsically linked to human rights and equity, diversity, and inclusion commitments. Conscious Culture principles can and should be applied in any country of operation. While more than half of Conscious Culture companies today are registered in or operate primarily out of the United States, 39% of our community is based outside the United States.

## Conscious Culture companies come from many industries

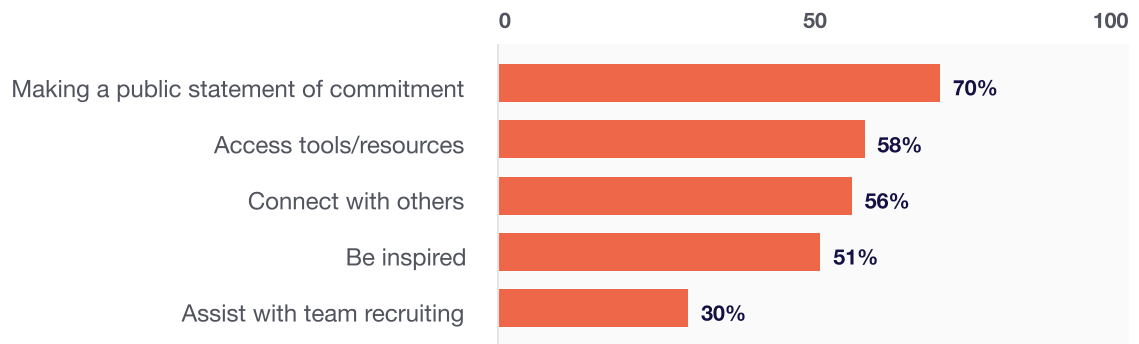
- USA - 61%
- UK - 7%
- EU - 8%
- India - 7%
- UK - 5%



## Why Do Companies Commit to a Conscious Culture?

Public commitment to Conscious Culture principles is an important step for companies—making leadership accountable to the employees of the company, as well as customers and partners, and to demonstrate progress in placing people first. While making this public statement is highly valued by many companies, most leaders tell Conscious Culture that they have committed their companies for multiple reasons; including a need for resources and tools and a desire to connect with and be inspired by other companies.

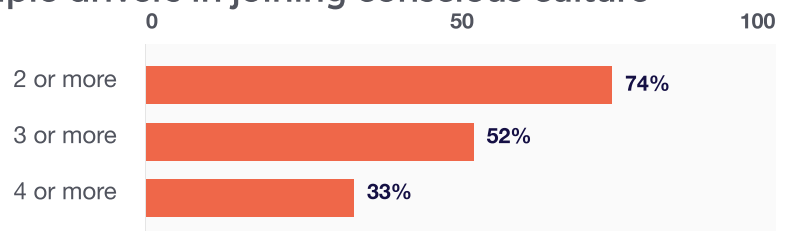
### Why did the company pledge to be a Conscious Culture company?



***“Our goals align with Conscious Culture in that we're focused on an inclusive, diverse company and provide flex work for underserved and underrepresented communities.”***

**Kenya Brock**, We are Rosie

### Most companies report multiple drivers in joining conscious culture

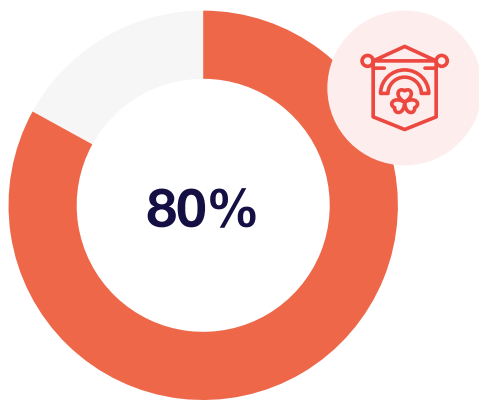


***“We want to create an amazing work environment for our people and all of our stakeholders. We believe Conscious Culture will be instrumental in achieving that goal.”***

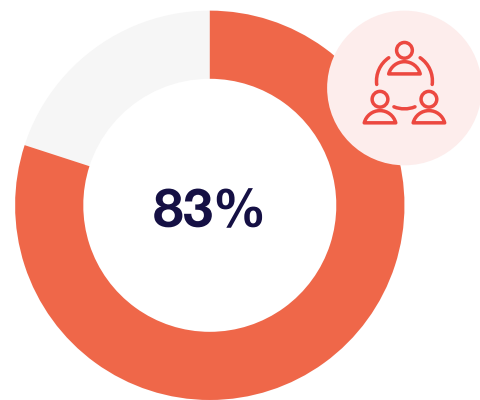
**Christopher S. Hebert**, ArisAlex Digital

## 2022 Top-of-Mind Concerns

In 2022, business leaders tell us that almost every major team, leadership, and work culture topic is a focus. In our survey, 80% of leaders said they planned to invest in overall company culture this year and 83% are investing in all things related to building and retaining a fabulous team (recruiting, onboarding, retention, and training).



Invest in overall company culture



Invest in building and retaining a fabulous team

***“I like to say ‘the team is only everything’ and I want to ensure that we continue to attract and retain the best talent and create the best culture for them to do their best work.”***

**Jamie Baxter**, Qwick

## What isn't a concern?

Topics that Conscious Culture leaders felt weren't likely to become pressing concerns in 2022 were work environment and financial & strategic literacy. It's possible that after two years of forced virtual and hybrid work structures, many Conscious Culture companies feel comfortable with their work environment policies and support. By building the foundations of strong hybrid or remote working environments already, leaders felt confident that their companies were set up for success in these areas. As such, work done by Conscious Culture companies in 2022 around overall culture and building and retaining teams is likely to create long-lasting, sustainable improvements.



## Organizational Goals

We asked our community about their own unique organizational and culture goals that attracted them to Conscious Culture. Their goals can be grouped into three major categories.

### 1. Practicing Philosophical and Ethical Commitments

Unsurprisingly, the principles of Conscious Culture draw companies that embrace doing good in their missions. Many companies in the Conscious Culture community have philosophical and ethical goals for their teams, customer and partner relationships, products and services, and the greater world.

***“We want to offer equal access to work opportunities no matter where you are, while offering a way to live fully and have an impact in society overall. We want to change lives and change the world.”***

Diego Sternberg, Nexton Labs

***“Radical transparency is one of the goals we will strive for this year as we engage the new team and community members whilst encouraging critical feedback, active listening, and empathy. In the era of human/tech symbiosis, we need to be reminded of the importance of developing soft skills such as self-awareness and relationships skills.”***

Sara Filipčić, Be Human(e)

### 2. Starting Right

Most Conscious Culture startup leaders have a goal to start right with an emphasis on culture, believing it will help them attract talent, retain talent, and succeed long term. These executives are changing the narrative of what a startup should be doing—no longer accepting that in order to succeed in early stages, founders must run themselves and their team to burnout with little thought or resources directed to ensuring a healthy culture.

***“As a founder, I am focused on being a strong people leader that’s inspiring, deeply empathic, and thoughtful. Our team is growing and I’m being intentional about everything from our recruiting processes to retention to culture.”***

Shireen Jaffer, Edvo



### 3. Adapting and Problem-Solving

For some companies, successfully navigating stressful moments is a critical goal. These might be opportunities (growth periods, mergers & acquisitions) or external challenges such as pandemic impact areas, supply chain challenges, and weather disasters. Regardless, many of our companies come to Conscious Culture as part of their preparation to meet change well by investing in their people and work culture.

***“We are in a period of growth but the budget is not always aligned with the resources needed. My goal is to create transparency, develop myself as a leader, and implement sustainability and an agile framework for culture to adapt and develop alongside our growth.”***

Katrina Tolentino, Naturally Austin



## Conscious Culture in 2022

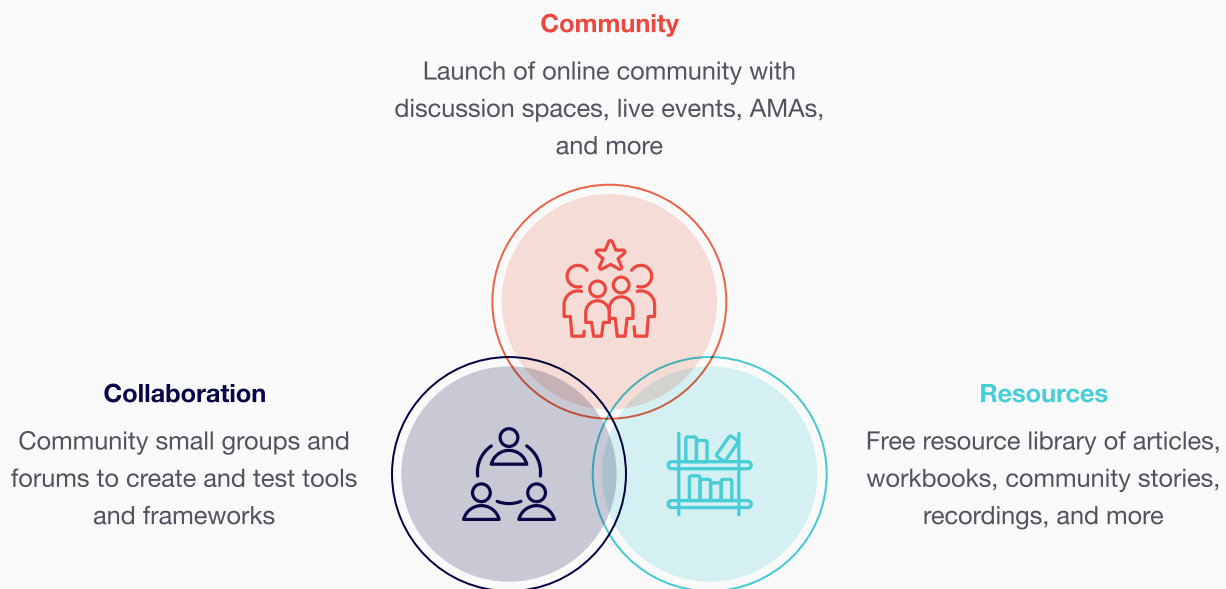
Conscious Culture launched mid-year 2021 and is still young. We are heartened by the early support and participation of company leaders and people teams who are passionate about focusing on humanity at work and challenging assumptions of how things must be done in order for a company to be successful.

***“Our vision is a world where companies do better for their people, which ripples through the economic, social, and environmental webs that we all work, live, and play in.”***

**Heatherly Bucher**, Conscious Culture

## Meeting community needs

For companies to succeed in implementing conscious cultures, they need tools, community, and inspiration. We are listening to our community while we build bold for the greatest impact. We are building in three main areas.



*“Being part of a greater community has been a core part of my entrepreneur DNA since day 1 (14 years ago). By joining a collective of like-minded entrepreneurs and companies, it serves as both an accountability tool and fuel to continue building a culture we can all be proud of.”*

Andy Marsh, Martian Labs

*“I think everyone would benefit from more frameworks that can be implemented with easy measurement tools to assess effectiveness of implementation.”*

Josh Abulafia, ChefPrep

## 2022 Conscious Culture Themes

Together, we'll explore challenging themes around the ways work works that will let companies succeed at business and foster personal growth.

Here is what we have planned for this year. We recognize there are many meaningful topics and we hope our community will push each other and us to consider others for exploration.



**Conscious  
Culture Basics**



**Work Hours  
Challenged**



**Women on  
Work**



**Re-Organizing  
Work**



**Compensation,  
Rewards, and  
Recognition**



**Sustainability  
Explorations**



**Work Culture  
Assessment  
Framework**



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Culture [here](#)

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Make a commitment:

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Culture company**

Coming Soon:

Participate in  
the community



### Radical Sharing

Forward this report:

Your ecosystem of  
customers, partners, and  
vendors need Conscious  
Culture too! Forward this  
report or any of our social  
posts for an easy share.





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