



PRESENT

## THE PRESIDENT'S REPORT

*A STRATEGIC PAPER FROM THE CONSCIOUS LEADERSHIP  
AND ETHICS SUMMIT 2022*

IN PARTNERSHIP WITH:



**KEY INSIGHTS OF CONSCIOUS, ETHICAL LEADERSHIP  
TO CREATE A NEW NATIONAL FRAMEWORK**

# WHO IS A CONSCIOUS LEADER?

BY BRENDA KALI

1. He is a determined visionary endowed with a matchless energy, a genuine sense of modesty, a keen imagination, common sense and a zest for life.
2. She is caring, forgiving, kind and respectful as she follows her inner guidance with deep awareness.
3. He has a natural comprehension of human behaviour, a devotion to duty and a sense of humour.
4. Her words are impeccable with good intention as are her actions, driven by pure motive.
5. He understands his role as a leader to inspire and influence those who are in his sphere to advance their lives as well as their well-being.
6. Her purpose with humility, integrity and honour is to rise above the contentious clamour, external chaos and disregard the malevolent bellows of a few.
7. He remains emotionally resilient regardless and maintains peace and balance within himself to create harmony rather than discord.
8. Ethical in her interactions with all of her stakeholders, she communicates with compassion to humanise her business, company or country to act with care, kindness and compassion.
9. Moved by the people who action his vision and aware that they are the most prized asset in the world of work or the country, he commits to put the interests of all above the interest of himself and his leadership.
10. She does not forget to play despite her responsibilities, have fun and invoke laughter.
11. He is courageous but humble, bold, brave and authentic and is open to love and trust.
12. She takes ownership and accountability and observes the polarity that exists everywhere – just observing the dark and light, toxicity and harmony.
13. He is beyond fear and survival, and is awake to his actions, reactions, feelings, thoughts, emotions and breath.
14. She is someone who listens with authentic intent and skilfully filters out what she thinks and feels.
15. He tells the truth and against all odds and tries to 'do the right thing'?

Though not necessarily perfect - ***This is a conscious leader.***

## QUESTIONS TO CREATE A DIFFERENT CALIBRE OF LEADERSHIP FOR A NEW NATIONAL FRAMEWORK IN THE PUBLIC SECTOR.

- How do we create this brand of conscious leadership in a world where need, greed and self-interest runs rampant?
- How do we create visionary leaders whose actions manifest greater good for all?
- How can we change the value system of someone who had been forged in severe deprivation?
- How can we transform someone from a self-interested materialist to a values-based human being of service to the collective?
- How can we turn the actions and behaviour of a Zuma into the actions of a Mandela, whose own personal needs were secondary to the overall well-being of the collective?
- How do we create a calibre of conscious, ethical leadership that can shift a country or company from this moral morass and global chaos we find ourselves in?
- How do we raise the bar to create conscious, courageous leaders with a different quality of thinking and being, with the capacity to uplift and influence those whose lives they touch?



# A NATIONAL FRAMEWORK TO EMBED CONSCIOUS AND ETHICAL LEADERSHIP IN THE PUBLIC SECTOR

TO PRESIDENT CYRIL RAMAPHOSA

FROM: THE CONSCIOUS LEADERSHIP AND ETHICS SUMMIT 2022



**Brenda Kali:**  
**Founder - Conscious Companies**



**Hoosain Karjieker:**  
**CEO - Mail & Guardian**

Dear Mr. President,

Those of us gathered at the Conscious Leadership and Ethics Summit (influencers, thought leaders, executives and captains of industry) were asked to input into the special President's Report compiled especially for you. This Paper is the outcome of the Summit that was held in Johannesburg recently and the invaluable input, solutions, insights and courageous conversations from global and local icons as well as the virtual presence of humanitarians, philanthropists, mystics and the delegates present at the Summit have been encapsulated into an Executive Summary in the Report.

The intent of this is to drive a new path of conscious leadership, governance, ethics and integrity; to wrestle challenges beyond the current chaos of the planet and to humanise business and activate care, kindness, compassion and ethical leadership.

In a country as complex and forgiving as ours, those who take on the mantle of leadership must place people first and displace their interests over the well-being of the collective. A great leader may have to create disruption: an ordered chaos for the end goal of transformation.

Your task is not an easy one and amid the external chaos – especially in the face of the enormous challenges you and this nation have to endure - we would like to discuss the key insights of the Report as a transformative tool to shape a values-driven, ethical society and to embed it into the culture and ethos of the public sector.

This Report will enable you and your ministers to deepen the understanding of power, purpose and responsibility so as to forge a new path to conscious, ethical leadership. Only you can do something about the corruption, non-delivery and non-performance that is so endemic and only you can cascade the vision to change the current culture and perception of public service.

We trust that you will embrace and implement the solutions in the Report in the same spirit of goodwill in which it was handed to you.

**Brenda Kali**  
**Convener: Conscious Leadership and Ethics Summit**  
**Founder: Conscious Companies**

**Hoosain Karjieker**  
**CEO: Mail & Guardian**  
**Partner: Conscious Companies**

# VIRTUAL PRESENCE OF INTERNATIONAL ICONS AND HUMANITARIANS WHO SHARE THEIR GEMS OF WISDOM



**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 and 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?





"There are enough resources for everyone's needs  
but not enough for everyone's greed."  
- Mahatma Gandhi

## CONTEXT

At the Conscious Leadership and Ethics Summit 2022 – 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 sent a special message to leadership while other global icons and humanitarians spoke virtually. A prestigious line-up of international and local speakers including Mohanji, whose message was just 'be you', Prof Bonang Mohale, President of Business Unity South Africa, Prof Mervyn King, Dr. Jan Bellermaann from Germany and CEO of Nestlé (ESAR), Bruno Olierhoek addressed the delegates. They spoke of change, governance and the urgency to see conscious, ethical leadership embedded in the political and socio-economic space. The message was that the time was now for action and words were no longer trusted nor relevant. Meaningful change and conscious ethical behaviour was the key to create a peaceful, prosperous and productive nation.

### THE BLUNDERS OF LEADERSHIP

*Wealth without work; Pleasure without conscience; Knowledge without character;  
Commerce without morality; Science without humanity; Religion without sacrifice; Politics  
without principle.*  
- Mahatma Gandhi



# CONTRIBUTORS TO THE REPORT

## PARTNERS WITH PURPOSE



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CEO: Nestlé (ESAR)



Mikateko Tshetshe  
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## SPEAKERS AND PANELISTS



Prof. Bonang Mohale  
President - Business Unity (SA)



Mohanji:  
Philanthropist/humanitarian



Prof. Mervyn King  
Patron - Good Governance  
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Rabbi Hazdan  
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# SPEAKERS AND PANELISTS



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Christopher Greenwood:  
CEO - Invest in Awareness



Charmaine Houvet  
Director - Cisco



Viviana Agtmaal  
Head - Banque Syz (SA)

## VIEW FROM THE TOP

1. **Truth and Consciousness** → We are searching for truth and consciousness. We can restore the planet if we act now and a sense of belonging and oneness ensures environmental and societal responsibility.
2. **Role Models** → Our challenge is to be role models, to rise to the occasion because we are surrounded by leaders who have fallen asleep at the wheel.
3. **Knowledge** → When one steadily burns the midnight oil, one gains access to the domain of knowledge and wisdom, and a world of meaning.
4. **Purpose** → We need brands with purpose to create growth because profit without purpose is meaningless.
5. **No Heart or Mind** → 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.
6. **Technology** → Systems can drive better behaviour in people if they are appropriately and responsibly designed.
7. **Energy** → To be successful we must make a difference through our emotions by radiating energy all the time.
8. **Islands** → 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.
9. **Being** → Consciousness is brighter than a million stars. Spirituality is just being you as you are.
10. **Understanding** → Develop dialogue to ensure mutual understanding.
11. **Observation** → Awareness – Intention – Action: Seeing what is going on around me; determining one's intentions and acting responsibly.
12. **Awareness** → Dream a world; consciousness is an awareness; change in intention and behaviour is key.



13. **Inclusivity** ➤ We live in an inter-connected world. Care for life: we are one family. Care for our planet: build a happy society that is stress-free, disease-free and inclusive.
14. **The new paradigm of purpose** ➤ We have a very narrow micro-economic view of the role of an organisation. The purpose of business is not the sole pursuit of profits, but rather a test of its validity and the reason for its existence. Purpose-driven companies thrive, generating long-term value for shareholders as well as supporting the communities in which they operate.
15. **The greatest asset** ➤ The most important asset of any organisation is its people. Organisations get caught up in culture revitalisation, strategies, flowcharts and presentations so that they lose sight of the need to place humanity at their core to awaken conscious, ethical leaders.
16. **Integration** ➤ It is critical for government and business to become the transformative force for a new kind of consciousness and a new kind of ethical leadership this country has yet to see.
17. **Leading by example** ➤ Do the right thing despite stakeholder pressure which may compromise the greater good for all.
18. **Our actions matter** ➤ Conscious leaders recognise that their business actions have consequences.
19. **No room for self-interest** ➤ Unless there is a fundamental shift in leadership and an understanding of consciousness and ethics, resolutions and governance, leaders will be driven by self-interest.
20. **Purpose-driven choices** ➤ An organisation's purpose, vision and values shape the choices it makes.
21. **Cohesion** ➤ We have to bring together decision-makers, change-makers, policy-makers and academic and business leaders to be part of the solution to create a momentum for change.
22. **Education** ➤ It is critical for conscious, ethical leadership and Ubuntu to permeate the educational system. An investment in the human being has not as yet been made in terms of embedding conscious and ethical understanding by our educational system.
23. **Responsibility** ➤ The ability to respond to any situation and take action regardless of circumstances, is a choice.

## KEY INSIGHTS FROM SPEAKERS AND ALL CONTRIBUTORS

### 1. Consciousness is brighter than a billion suns

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. It's about what you give to the 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

### 2. Despite our differences

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.

### **3. Resonating positive energy**

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. Neuroscientists say that if your brain is operating in a positive field, then we are much more productive and have much more access to our intelligence.

### **4. Business does not need government's permission to do good**

Business in this country is twice as trusted as government. How do we leverage this trust that has just been extended to us so that we amplify it? Business does not need government's permission to do good things. We can do it because it's the right thing to do. We can do it because it means something to us. We can do it because the beginning of wisdom is planting trees the shade of which you know you're not going to enjoy, digging wells that will not personally quench your thirst. Business does not need government's permission to close the gender equality gap and pay parity gap. Business does not need government's permission to pay small and medium enterprises in 30 days. We should measure those who pay in seven days. Business does not need government's permission to make South Africa to be a country of Nelson Mandela's dreams, the South Africa we've all been praying for.

### **5. VUCA: Volatility, Uncertainty, Complexity, Ambiguity**

VUCA is the new paradigm. Volatility: the nature and the speed of the change. Uncertainty: one can no longer predict what will happen next. Complexity: the world we live in is a multiplex of interconnected systems. Ambiguity: Because of the enormous data and information available to us, we could go one way or the other. This is a new paradigm. The question is how well are leaders across the globe prepared for this VUCA environment?

### **6. Lessons from nature**

There is no exercise greater for the heart than extending a hand down and lifting another human being. Because you see nature is a wonderful metaphor for business. Nothing that nature does - it does for itself. Everything that nature does, it does for others. That's why scientists would study a monkey who hoards all the bananas for itself, when all the others are starving. And yet when humans do that, we put them on the front page of Forbes magazine. You see in nature, the animals would never allow the damndest amongst them to lead the herd. That's why rivers don't drink their own water, trees don't eat their own food, the sun doesn't shine because it needs the vitamin D and the flowers don't give off this wonderful fragrance because they themselves want to smell like Fontainebleau rather than Kolkata in summer when it's humid. So, we have work to do if we don't want our children to disown us, by laying the foundation one brick at a time so that we can look back and say we were here once and we did our part.

### **7. Governance and Leadership**

A business is without a soul and it is a leader who instills a conscious culture of governance and ethics into an organisation. 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 should be 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 the company has made but how it has been earned.

## **8. It is critical that leadership is conscious and ethical**

Leadership cannot be anything else other than conscious, it can't be anything else other than ethical. As business there are two or three things we can do that can make the world a better place in order to affect the type of leaders that we're creating today so that we can begin to impact tomorrow. Especially at a time that South Africa is holding the world record for all the wrong reasons. The most unequal society in the world, which has taken over from Brazil in 2010, with a Gini Coefficient of point six, a country with the highest unemployment in the world.

Most of this country is unemployed. A country with the highest youth unemployment in the world, at 75%, where young people of military age are sitting at home twiddling their thumbs with nothing to do. Not only are we asking for trouble, but we are actively inviting it. The country with the highest small and medium enterprise failure rate in the world. The country with the highest femicide rate, not by a factor of two, but five times the global average. So, we can see that we are a people in pain. How then do we produce and liberate better humans that can deeply connect in a very meaningful way, in a very profound manner, not to be self but to be the other centred leadership that is beyond just the self, a leadership that says I find meaning and purpose by looking at you and seeing you as a reflection of myself because you are me.

## **9. Sustainability is no longer a nice to have**

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. Corporates have to consider the impact of their activities on all stakeholders; from the community to the environment, the markets – and more importantly – the people that we serve. Conscious leadership must be what aligns purpose with people and profits in service of all stakeholders.

## **10. Awareness, intention and action**

Using the themes of Awareness – Intention – Action (A-I-A), 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? You need to decide who you want to be and to show up. Unlike a top athlete whose goal is to be the best in their chosen sport, the conscious leader is not focused on winning, not trying to be the best in the world but wanting to be the best for the world. It is an unending journey of becoming a more conscious leader.

## **11. Business does not exist in isolation**

Business does not exist in isolation from the rest of the world and, as individual human beings, we do not exist in isolation from the rest of life. It's very important that conscious leadership arises in the world at this juncture because we are at a crossroads. If we act right now, we can turn this around and restore this planet to a reasonable sense of wellbeing for future generations; but only if we act now. 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.

## **12. Responsibility**

Conscious leaders also have to take responsibility for their actions and recognise that their responsibility goes broader than just to themselves or even to the organisations that employ them. They also have a responsibility to the world in which they live in and operate despite the challenges.



### **13. Give millennials a voice**

We are seeing a generational change - a generation of young people who have a different view of leadership. The age bracket of millennials can mean any age from teens to thirty-somethings. A myriad of remarkable young leaders, who deserve a place in the political progression of shaping corrective and conscious behaviour in the leadership structures of this country, who would create the disruption we need to keep our aging politicians honest.

Deeply rooted in authoritarian agendas and patriarchy, many of our current politicians lack the capacity to see that our millennials matter. Some of our millennials are vociferous in challenging pillage, patriarchy and the status quo; they have pointed views and are asking tough questions, forcing leadership to be more authentic, and more accountable. A seat at the table is an imperative for these young people, if political, social and economic reform is to happen. If only our current leaders have the vision to look beyond the horizon and create a formal structure of succession planning that is inclusive of young leadership, then this generation would create much needed optimism and hope in a country that is in sore need of some solace.

### **14. Trust**

Trust becomes the fundamental concept to understand how business can operate and should operate. It is the glue that holds society together. It is also a lubricant that allows an economy to function. It's one of those paradoxes where trust is the glue as well as the lubricant. The lack of trust inhibits our ability and our willingness to transact with others. The current fracturing of our society is a consequence of the erosion of trust.

### **15. Purpose, people, planet and profit**

As a business the four 'ps' namely purpose, people, planet and profit are critical. One is not forced or regulated to do anything but it makes a huge difference to various communities. Technology can be a tool to help an NGO go digital or educate young people through various internship programmes.

### **16. Lessons from the pandemic**

The pandemic has taught us many things. One of the things it has taught us is when fishermen can't go out to sea, they repair their nets. We are a broken people as South Africans. We had an opportunity through these 750 days of national lockdown to reflect and go back to what it means to be genuinely human and repair those nets at a personal level. Key relationships, significant others, family, and friends because you see a child that is not embraced by his village will burn it down in order to feel its warmth.

### **17. Consciousness is all you are**

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. If it is within you to love, then you will love and if it is within you to stand as a beacon of light for consciousness, we can expect you to continue to stand for truth. (For some) life is nothing more than a competition to be the criminal rather than the victim. 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.

## **18. Instill a culture of gratitude and not entitlement**

Any immigrant who comes to South Africa says it's a paradise. They take note of all the things the country has to offer in abundance when some countries, one tenth of the size of South Africa with little arable land, no mineral resources to speak of, devastated by colonialism, civil war and natural disasters, have nothing. Despite such abundance, there is dissatisfaction and unhappiness due to the lack of service delivery, corruption and the economic downturn. However, there are many positives in the country of Mandela. To instill a mind-set of gratitude is consciousness. If we shift the culture, narrative and behaviour and the citizenry is aware of what it takes to be ethical through organisations such as Brand SA and Proudly SA, when all it takes is the willingness to transform and effect the changes.

## **19. Governance**

Intellectual honesty has to be borne out of the understanding that one's actions have consequences. If we do not reconcile the consequences of our own actions or act in an intuitive way, we have a fundamental problem. There has to be a marriage of compliance and performance and that is driven by the leader. There is a difference between corporate leadership and a corporate leader. Corporate leadership is a collective. A board of directors is a collective mind. The collective mind of a board needs to be unified and the board needs to ask itself critical questions offline. What is the purpose of this business? What are the main value-drivers of this business? As a leader you have to take risk with rewards. Some leaders avoid risk because of the fear of adverse consequences impacting on them. So they refrain from taking the risk. Self-interest, more conformance than performance and self concern is becoming the norm. When a leader has to put aside his or her present needs and past experiences to make a decision in the best long-term interest of the organisation, that is conscious leadership. The health of this incapacitated, inanimate, artificial organisation, that has no heart, mind, soul or conscience, is driven by a conscious leader who is the custodian of the conscience of the company.

## **20. Technology for greater good**

In the early eighties and late nineties, 95% of municipalities ran South African software. Today the proportion is only 5%. We have to look at what we are doing internally to start to drive the skills. We can train as many people as we want but if we don't have employment in the Fourth Industrial Revolution there is no revolution. We have to drive ownership because South Africa is up there in terms of technology and IT companies that distribute. Sadly, we don't own it, we don't own the intellectual property. As a country we are not creating the intellectual property.

Internship programmes are created, where 300 young people, mainly from the rural areas, are employed. They don't need a degree and they earn above R 20 000 a month. The Fourth Industrial Revolution is a different game. To participate in the game, we have to start thinking differently. To recruit young people for internships in technology, a game was created in the way they are sourced. Throughout rural schools and universities, young students play the game. They write a little programme while playing the game, and this becomes a tool for recruitment innovation for the company. They measure what the recruits are doing and how fast they adapt to the game as they drive a robot around the screen. It is only played once, but once it's done, there is a fairly good understanding of the capability of those who participated in the game. Once the game is complete, the programme will ask for their contact details and a process kicks in from thereon. The fundamental need is that government needs to make decisions to facilitate and fast-track the technology. Corporate South Africa has the tendency to look internationally for their skills and software. They fail to look locally, unaware that we have enormous talent and skilled, innovative engineers.

# PANEL DISCUSSIONS: COURAGEOUS CONVERSATIONS ON CONSCIOUS LEADERSHIP

## PANEL ONE: CONSCIOUS LEADERSHIP & ETHICS BEYOND COVID AND INTO THE FUTURE



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

### Context:

*Coming off the back of COVID-19, we would have anticipated the world to be more aware and more sensitive. And yet we have been plunged into the Russia/Ukraine crisis and other catastrophes around the world. Why is that? What does it mean to be a conscious leader coming out of the pandemic and what are the actions that leaders can take to be the change that is needed in the world. Conscious leadership requires constant work, effort and focus, compassion, care and temperance and yet we have seen little of that at home and in the global space post the pandemic.*

- **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 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.
- **Do the right thing:** Resonating deep within all of us is an in built instinct to do the right thing, to do what is good and what is humane. Often intent and action are conflicted and greed takes over.
- **Authenticity:** Be what you appear to be and who you truly are. This is what the next generation is looking for.
- **Core Belief:** The journey starts from the genuine belief in conscious leadership and its effect on business, society and the world. A different view of leadership is the realisation that the world is not operating as it should.

## PANEL TWO: EMBEDDING CONSCIOUS LEADERSHIP AND ETHICS INTO THE EDUCATIONAL SYSTEM



From left: Marc Lubner: CEO - Afrika Tikkun, Dr. Jan Bellermand: CEO - Conscious Leadership Academy (Germany) and Rabbi Hazdan: Dean - Torah Academy and Rabbi Great Park Synagogue, Vukani Magubane: Director - CLA, Saint-Francis Tohlang: Director - Nestlé (ESAR), Christopher Greenwood: CEO - Invest in Awareness

### Context:

*Business schools and other institutions churn out leaders with very little understanding of conscious leadership. What is it that we're missing today in the way that we educate others, and in particular, the role that leaders could potentially play? How do we teach consciousness in this ever evolving dynamic? We should develop leaders who will show up differently in their workspace, and become more conscious and holistic in their leadership approach. There needs to be an overhaul of development programmes, especially the leadership training programmes whose curriculum reinforces a narrow view of the purpose of business without conscious leadership training.*

- **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 one's goals, accumulates wealth and positional power through the educational system. But the direct correlation is that there is still something missing and some soul searching needs to be done.
- **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. The system then sees self-interested individuals completely obsessed with their own desires and material mobility.
- **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.
- **Old Paradigm:** 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.



South Africa is a beautiful country that can be equated to paradise. Its flora and fauna are unique and natural resources are in abundance. Many have buried their heart in South Africa. A plan should be made to make the country the very place for peace and harmony, catching the thread of beloved Nelson Mandela's vision. Similar to the Nobel Peace Prize, South Africa should have its own mechanism to honour and respect people who are displaying exemplary kindness in the world, consistently and selflessly. Rewards and recognition to government officials who lead a corruption free existence.

All people should be ensured food, clothing and shelter. Nobody should sleep hungry in the country. Any kind of exploitation of the wealth of the nation should be dealt with severe punishments. Canned hunting and hunting should be banned completely and set a brave trend in the effective protection of wildlife.

Making South Africa the land of peace should bring much more tourism and revenue into the country. My whole hearted support to the government of South Africa at all times.

- Mohanji





## PANEL THREE: CONSCIOUS LEADERSHIP, ETHICS, MEDIA AND TECHNOLOGY - IS IT AN OXYMORON?



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

### Context:

*Technology and social media has made it possible for individuals to tell their story, whatever that is and one cannot suppress that. The rise in fake news that is currently spread across the world deliberately by individuals who have their own agenda is the concern. There has to be authenticity from tech companies and media houses to stand firm in defending the value system of what the media represents. How does the impact of social media and the world of fake news fit in with conscious leadership. 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 is no longer 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 have 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.
- **Fake News:** There will always be the ability for individuals to tell their story, whatever that is and one cannot suppress that. The rise in fake news that is currently spread across the world deliberately by individuals who have their own agenda should be stemmed.
- **Collaboration:** There has to be collaboration to create more scale when it comes to delivering solutions to countries. We talk and focus on technology but we are missing the fact that humanity should actually feature at the centre of that technology and 4IR. We forget that at the end of the day we are actually dealing with the life of a human being.
- **Impact:** We need to urgently collaborate as we hide behind technology and bullying on social media. We mistakenly think that we are just dealing with a product, or software or a code but technology impacts individuals, communities and the countries either positively or negatively.

## QUALITATIVE SNAPSHOT OF WHAT DELEGATES HAD TO SAY

*Four streams that emerged from delegate input to the President. These were:*

1. The state of leadership in the public sector is mired in corruption, greed, scandal and mud-slinging. Having said that, there are attempts to turn things around with the Presidency of Cyril Ramaphosa. The political will to do the right thing and put the people of the country first, sustainable job creation, education and skills development underpinned by good governance, integrity, values and ethical behavior is the core theme most of the contributions.
2. The absolute despair of the rampant corruption looting, fraud, levels of poverty and disregard by the public sector of the people as well as the state of moral bankruptcy, self-interest, lack of decisive action and failing infrastructure that has frustrated and impacted the nation. The urgent appeal for the President to display courage and take decisive action has never been more urgent.
3. Mandela's vision to see South Africans stand together, heal the wounds and live their best lives can only be possible with great leadership that acknowledges its flaws and a willingness to strive towards a harmonious inclusive society where trust and credibility is once again restored in the calibre of leadership in the country.
4. When a political system requires that the President and the people around him spend more time fighting for positional power within their political party rather than putting people first, we need to understand that the political system is going to be dysfunctional.

## KEY SOLUTIONS FOR A NEW FRAMEWORK FOR CONSCIOUS, ETHICAL LEADERSHIP

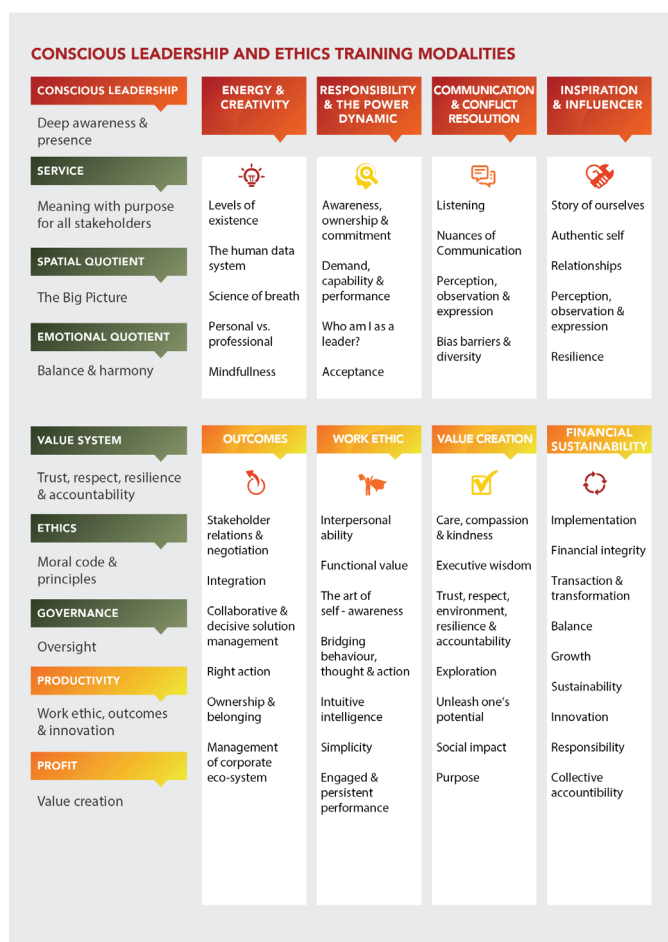
While it is necessary and important to acquire a skill set and training for a position in the public sector, it is equally important for the National Schools of Government and any business and leadership training programmes to include modules on conscious leadership and ethical behaviour.

We need a paradigm shift that impacts our thinking, behaviour culture and evolution in our political, economic and social environment. Only education can actively announce this kind of understanding awareness and insight. However, the scope for conscious leadership learning is non-existent. The public sector has literally paralysed itself with red tape, rules and regulations and the executive leadership development curriculum is stuck in that paradigm.

Academics need to fundamentally overhaul the leadership development programmes in the country, to re-evaluate the curriculum at the National Schools of Government and business schools, to start turning around and developing leaders who would show up differently in the workspace.

***The experiential blueprints below will actively enhance growth, a sense of well-being, equilibrium and an inner potential of productivity, performance and executive wisdom in one's professional life.***

## THE CONSCIOUS LEADERSHIP AND ETHICS TRAINING MODALITIES



**1. Conscious Leadership:** Deep Awareness and Presence. A lived experience of deep awareness of one's thoughts, feelings, emotions, actions and reactions evidenced by care and compassion.

**2. Service:** Meaning and Purpose for all Stakeholders. Analysis of the impact of one's actions as a catalyst for upliftment. The principles of service are a collective social force for good.

**3. Spatial Quotient:** The Big Picture. As Within so Without. Being alive to the deepest dimensions of one's mind so that vistas of existence open up in our existence to access a force within that can change the rhythm of our lives to impact humanity.

**4. EQ - Emotional Intelligence:** Balance and Harmony. Tools for thinking, feeling, willing and intuiting to activate the highest levels of emotional intelligence.

**5. Value System:** Respect, Resilience and Accountability. Alignment between thought, action and behaviour as well as purpose, meaning and a sense of belonging and self worth drives the value system of any organisation.

**6. Ethics and Governance:** Moral Code, Principles and Oversight Ethics and Governance are the crucible of moral standards and principles. An authentic culture of trust and conscious leadership is the bedrock of ethics and governance of any entity.

**7. Productivity:** Work Ethic, Outcomes and Innovation. Purpose driven, inspired and motivated output and productivity translate into work ethic and high performance.

**8. Profit:** Value Creation and Financial Responsibility. Aligning profit with purpose makes for a conscious and sustainable entity.





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“A company is an artificial person that has no body to be kicked, no soul to be damned and has no conscience. It is inanimate until it is animated by its leaders ... the directors. The directors become the heart, mind and soul of the company and they create the conscience and consciousness of the company.”

- Prof. Judge Mervyn King

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- Annual Conscious Companies Awards
- Annual Conscious Leadership and Ethics Summit
- Conscious Companies Quarterly Dialogues
- Conscious Companies CEO Roundtable



- Conscious Leadership and Ethics Training Modalities
- Conscious Leadership: C-Corp Certification
- Global Council of Conscious Leadership.
- Code of Ethics, Performance, Conscious Leadership and Behaviour

*“If there are no more conscious leaders to follow - you must become one.”*

- Brenda Kali



# THE PALE BLUE DOT

"Look again at that dot. That's here. That's home. That's us. On it everyone you love, everyone you know, everyone you ever heard of, every human being who ever was, lived out their lives. The aggregate of our joy and suffering, thousands of confident religions, ideologies, and economic doctrines, every hunter and forager, every hero and coward, every creator and destroyer of civilisation, every king and peasant, every young couple in love, every mother and father, hopeful child, inventor and explorer, every teacher of morals, every corrupt politician, every "superstar," every "supreme leader," every saint and sinner in the history of our species lived there - on a mote of dust suspended in a sunbeam."

- Carl Sagan, 1943-1996





