

# Transparency Task Force (TTF)

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*Aligning the Hearts, Minds, and Wallets: A Collective Experience  
(Reshaping Capitalism for the Greater Global Good)*

Darby Hobbs, SOCIAL3  
September 3, 2020

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What is 'Leading with Purpose Mean to You?'



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Is it about figuring out your Individual Purpose?

“The purpose of life is to live a life of purpose” – Robert Byrne





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Freedom is being yourself; living in the present,  
not space or time

-A Golden Civilization, George Kinder

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It is often said that the heart has a language of its own. When your heart speaks to you, there is simply a feeling inside, often described as a *pull*.

The feeling can be tough to articulate. People will use phrases such as, "That resonates with me" or "I'm drawn to that." These are the clues of our *hearts* speaking to us. These are the clues to our *passions*.

– *Miracle Olatunji*



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Though our purpose is personal, it's not about us. If you really want to make an impact, you have to think beyond yourself.

Real impact is not seen and experienced by one person alone. It's experienced by a collective.

It's not just about a 'me' mentality, it's about an 'us' mentality.

Who are you trying to help, empower, or create value for? What are their needs?

– Miracle Olatunji

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# Make your Own Personal Purpose Statement

# Fulfilling Your Soul's Purpose

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The purpose of Inspiration is to support you in fulfilling your soul's purpose of leading a values-driven and purpose-driven life, shifting from Ego to Values and Purpose.

-Richard Barrett

# Becoming Conscious

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- You are *aware* of your impact of your actions/behavior on others
- You are *aware* of your impact of thoughts/beliefs on your physical and mental health; and
- You are *aware* of your impact that your actions have on other people and the planet.

-Richard Barrett

# We Are All Connected...

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- Living a '**Shared Human Inheritance**,' Community, Government, Businesses and Citizens are aligning to champion and live a more socially conscious life. ("Eat, Pray, Love", Elizabeth Gilbert and SOCIAL3)
- "In a real sense all life is inter-related. All men are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly. I can never be what I ought to be until you are what you ought to be, and you can never be what you ought to be until I am what I ought to be...This is the inter-related structure of reality." (Dr. Martin Luther King, Jr. and Henry Louis Gates, Jr.)

"Stakeholder Engagement...Capitalism"

# Conscience is the New Currency

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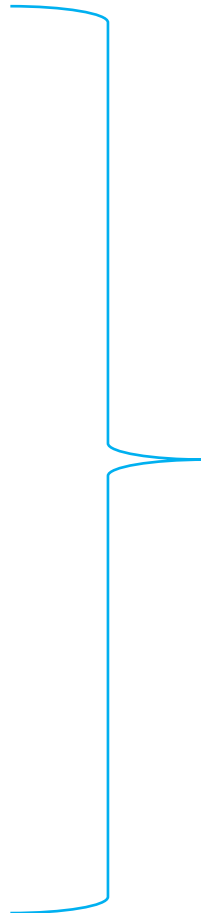
“We are entering a new period,  
The Age of Consequence”

-Integral Impact Investments I3, Robert Dellner

# Societal Changes

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1. Rise of Social Consciousness
2. Sustainability = Business Risk
3. Shifting Definitions of Value
4. FinTech Ecosystem Effects
5. Growth of Personalized Services



Opportunity for growth:

Impact  
Engagement  
Performance

# Financial Crisis

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Philosophical change since the financial crisis – the old model of capitalism created wealth but at the expense of society and the environment. (Bridges Ventures, 2015)



# Various Forms of Capitalism

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- Today we have many terms circling similar themes:
  - Social Capitalism
  - Stakeholder Capitalism
  - Moral Capitalism
  - Spiritual Capitalism
  - Human Capitalism
  - Impact Capitalism
  - Connected Capitalism
  - Inclusive Capitalism
- Growing into adjacent terms:
  - Just Capital
  - ESG (Environmental, Social, Governance)
  - Impact Investing

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“Impact investments allows us the opportunity to confront not only our own reality as stewards of capital but also that of having responsibility for our impact outcomes.”

-Integral Impact Investments I3, Robert Dellner

# Rise in Social Consciousness

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- Regardless of naming architecture, there are four or five issues or problems we have to solve?"
  - purpose and profits
  - stakeholders and shareholders
  - business and ethics
  - humanity and economics
  - society and markets
- Values that businesses create: economic, social, political, moral, spiritual.
- Most important is their relationship across all stakeholders so that they're creating as much value as they can and it's reciprocal.
- - Ed Freeman, UVA Darden Professor, *The Power of AND*

# Rise in Social Consciousness

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- Look at the overall business model:
  - “What’s your purpose?”
  - How do you create value for your stakeholders?
  - How does creating value for one stakeholder create value for another?
  - Where are the systems and processes that you have in place to make that routine?
- Because purpose doesn’t live in the purpose statement or the vision statement. *Purpose lives in the systems and the processes inside the organization.* That’s how you can tell if an organization is serious or not.
- Purpose is “A Company’s reason for being beyond profits that guides its business growth and impact on society.” (The B2B Purpose Paradox, 2020)
  - Ed Freeman, UVA Darden Professor, *The Power of AND*

# Rise in Social Consciousness

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- Even recently a coined combination (Ed Freeman, UVA Darden Professor)
  - Moral Imagination

The interconnectedness of purpose, values and ethics...and the use of magic, creativity, imagination...(SOCIAL3)

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“All the pieces of life and decisions need to come together to allow human beings to make a holistic reasoning and thus the *investment industry needs to be restructured to allow, support and engage this change.*”

-Integral Impact Investments I3, Robert Dellner

# BRIDGE – Connecting Minds into Social Enterprise and Impact Investing

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**B**e Transformative

**R**each Many in Your Efforts

**I**nclude All Stakeholders

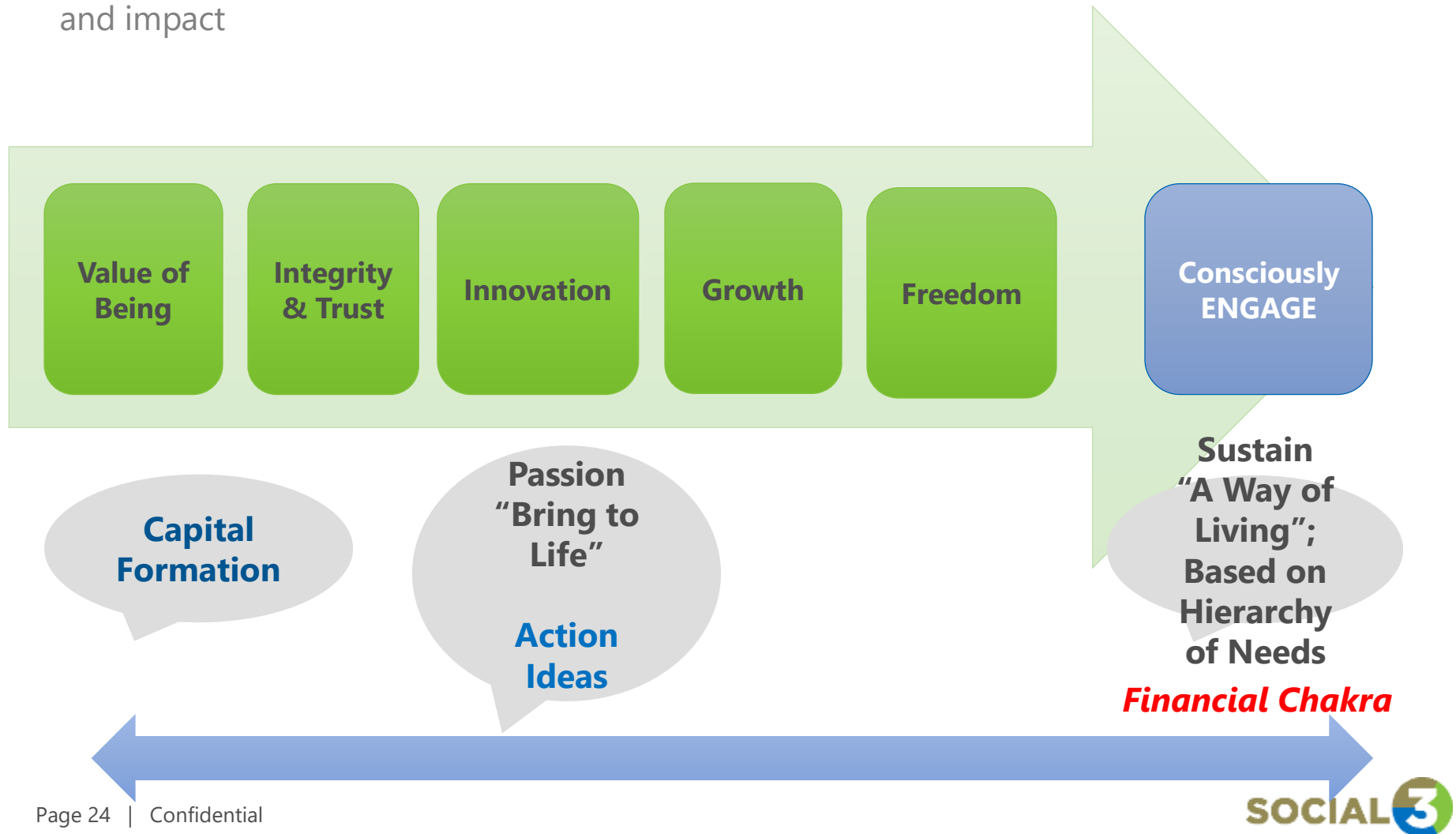
**D**evelop Models of Impact

**G**enerate Ideas for the Greater Global Good

**E**ngage and Develop New Ecosystems of Value

# 'Greater Good' Value Chain

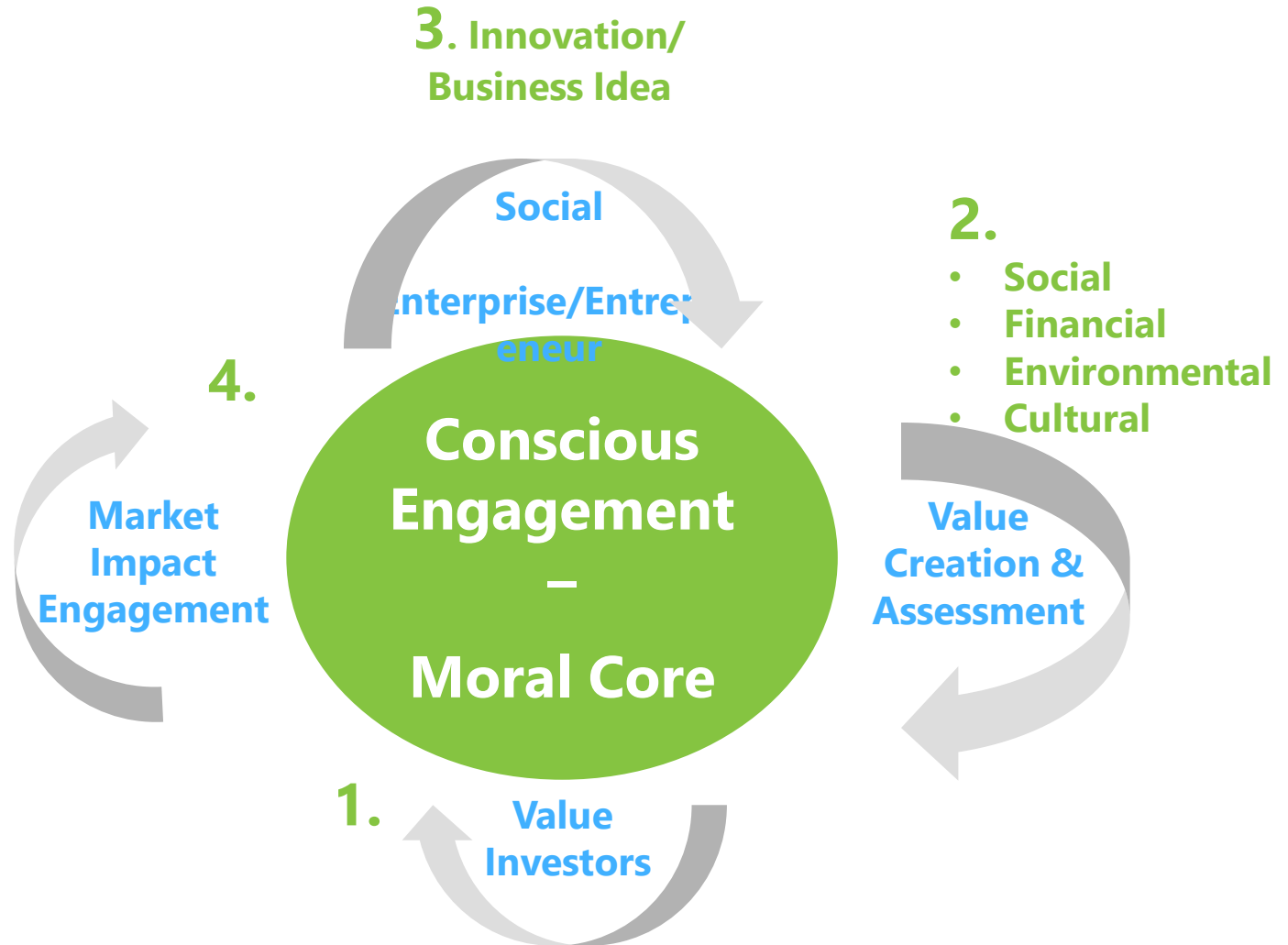
Individuals are looking for greater transparency, diversity, creativity, mindful engagement, and impact





# Circular Nature Of Conscious Capital Formation

*Shifting the Power Base to Programs Doing Good*



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## Financial Consciousness Oath

“I solemnly swear (or affirm) that I will support the (inset governing body and bylaws, i.e., SEC or Patriot Act, etc. and the 12 Finance Development Goals) and the global inhabitants of this world to faithfully discharge the duties of being a financial representative to the best of my knowledge and ability utilizing my values-based and higher-purpose driven principles. I will strive to listen, develop and advise at all times with dignity, courtesy, integrity, humility, compassion, love and trust.”

- SOCIAL3, D. Hobbs

# Color the World With Love™

- What develops are the colors of your intentions
- Intentions are the expressions of your love
- *Love shows your true intentions, which allows for full consciousness, mindfulness, and unbridled expression...no barriers or false pretentions or innuendos, it is direct from the source that fuels our soul, our intent for being here and why we are all interconnected.*



