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Best-selling Author Simon Sinek to Keynote Conscious Capitalism 2015

*Executives, Entrepreneurs, Coaches & Consultants Gathering in Chicago, April 7 - 9, 2015
to Deepen Their Understanding and Practice of the Principles of Conscious Capitalism*

PORTLAND, OR. DECEMBER 15, 2014. Conscious Capitalism, Inc. CEO Doug Rauch announced that Simon Sinek, author of two books: the global best seller, *Start With Why: How Great Leaders Inspire Everyone to Take Action* and his newest book, the *New York Times* and *Wall Street Journal* best seller, *Leaders Eat Last: Why Some Teams Pull Together and Others Don't* will keynote at Conscious Capitalism 2015, April 7 - 9, 2015 at the JW Marriott in Chicago.

"We are delighted that Simon will be joining us at CC 2015. His mission of helping to build a world in which the vast majority of people go home every day feeling fulfilled by their work is completely on point with our core tenets of Conscious Capitalism," Rauch commented.

"Simon's message is incredibly accessible and impactful," Rauch continues. "There's a reason his talk, *Start With Why*, has become the second most watched TED talk of all time."

Sinek joins Bob Chapman, Chairman and CEO of Barry-Wehmiller Companies, a capital equipment and engineering consulting firm with more than 8,000 team members worldwide. Chapman will share his story about the power of people-centric leadership – called Truly Human Leadership. "As business leaders it is our responsibility to create caring work environments in which people can realize their gifts, develop their talents, and feel a genuine sense of fulfillment for their contributions in pursuit of a shared vision," Chapman explains.

Simon Sinek continues: "Everyone shows up at Barry-Wehmiller dedicated to a cause greater than themselves...Bob is one of the most capable and gifted CEOs in the country. I'm honored to share the bill at Conscious Capitalism 2015 with him."

The rest of the program for the forty-eight hour event will be comprised of more than twenty 75-minute practicums, designed to deliver practical tools and best practices for applying the principles of Conscious Capitalism to everyday decisions.

CC 2015 is designed for CEOs and their executive teams, executives and entrepreneurs, as well as consultants and coaches who serve and support them, and anyone interested in Conscious Capitalism.

Keywords: Conscious Capitalism, CC 2015, Simon Sinek, Bob Chapman, Doug Rauch, Start with Why, Leaders Eat Last, Barry-Wehmiller, Truly Human Leadership

For more information about Conscious Capitalism 2015 visit the [Conscious Capitalism website](#) or the [event registration page](#).



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About Conscious Capitalism. Conscious Capitalism is a movement dedicated to elevating humanity through business.

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism through events, presentations, publications and social media. We also support an emerging network of Conscious Capitalism Chapters, which serve as communities of inquiry for business leaders, entrepreneurs, coaches and consultants and others.