**Definition of Consciousness**

To be conscious means to be aware of our inner and outer worlds, to be fully awake. It includes self-reflection on one’s own beliefs, emotions, motives, values, goals and impact. Consciousness also includes the capacity for abstraction which allows humans to manage complexity.

**Definition of Conscious Business**

In the context of "conscious business," being conscious generally refers to an approach to business that takes into consideration the direct and indirect impacts of business practices on all stakeholders, including employees, customers, the environment, and society at large.

Being conscious in the context of conscious business also involves cultivating a culture of mindfulness and awareness among employees, promoting collaboration and empathy, and encouraging personal and professional growth and development.

Ultimately, conscious business aims to create a more equitable, resilient and flourishing world by using the power and resources of business to contribute to the greater good.

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