

HOW TO ADD A MISSION TO YOUR BUSINESS

CONSCIOUS COMPANY

30
**WORLD
CHANGING
WOMEN**

**BECOME
A BETTER
LEADER**

**CLOSING THE
FUNDING GAP**

**ON COURAGE
18 VISIONARIES
WEIGH IN**

**DERMALOGICA
FOUNDER
JANE
WURWAND**

LEADERSHIP | WORKPLACE | SUSTAINABILITY | ENTREPRENEURSHIP



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**WORLD-
CHANGING
WOMEN
IN CONSCIOUS
BUSINESS**

These **thought leaders, investors, CEOs, intrapreneurs, founders, and social entrepreneurs** are making the world a better place by leveraging the **power of business.**

Half of all humans born on this planet are female. You'd think that would mean that half the heroes we hear about — at work, in school, in the media — would be, too. But we all know the truth is far different, especially in the business world. Only 32 of the Fortune 500 companies have female CEOs. Women receive less than 1 in 5 Academy Award nominations. Even at Conscious Capitalism's CEO Summit, only three of 19 speakers last year were female.

We'd like to change that. Perhaps because we're a women-led company, we've had no shortage of powerful female business role models to inspire and encourage us, especially lately — many of them have already graced our pages, some more than once. And when our co-founder Meghan French Dunbar joined an all-female journey deep into the Amazon rainforest last summer, she returned even more convinced of the importance — for both men and women — of witnessing heroic female leadership.

Thus was born the first World-Changing Women's Summit, an in-person gathering happening at 1440 Multiversity this February, where 200 established and emerging female leaders will convene to nourish themselves, find each other, and strategize about how to elevate humanity. But we know only a small fraction of you will be able to join us in that room

— plus the event excludes men, the other half of our tribe. So we decided to create a virtual gathering, a who's who of female heroes right here in these pages, where everyone's invited.

In assembling this list, we reached out to an ever-growing network of allies in all corners of the conscious business world, from industry groups to up-and-coming entrepreneurs to our partners at other media organizations. We added our own picks to the mix, then had the joyous, daunting task of deciding whom to feature.

We make no claims on comprehensiveness. We know without a doubt that dozens, if not hundreds, of other faces could have justifiably appeared in these pages. And yet we're very excited about the fabulous group we've gathered here, a mix of household names and people we think the world should start hearing more about.

Creating this list has left us feeling inspired, optimistic, and more aware than ever that women are kicking ass in the business world, on their own terms. We hope that their examples help give you a new model of what changemakers in business can and do look like.

Here's to the heroes and the mission we all share.



**2. DONNA MORTON, 51
CO-FOUNDER AND CEO OF
CHANGE FINANCE**

// LONGMONT, CO



Morton has spent more than 30 years working on using business to solve climate change and promote social justice, indigenous rights, and women’s leadership. In 2009, she co-founded First Power, which creates partnerships to put energy, jobs, and equity in the hands of indigenous communities. These days, she’s CEO of Change Finance, a majority-women finance company that is creating affordable, easy-to-access investments that democratize impact investing. This pending B Corp recently launched the first fossil-free, diversified, impact-focused exchange-traded fund on the New York Stock Exchange.

WHAT MAKES A GOOD LEADER? “Good leaders listen; they share power; they lead from the front, back, and sides of organizations. Good leaders know and hire to their weaknesses and appreciate the heck out of their people. Good leaders become worthy elders.”

ADVICE FOR SOCIAL ENTREPRENEURS
“Anyone left out of the dominant economy — women, people of color, indigenous, poor people — is essential to building a new economy that is more clean, more just, and more capable of regenerating Earth’s life-support systems. The world is starved for a lack of us; we have to know this, carry this fire, and drag systems to sanity.”

Photo by Joran Rathkopf



**Favorite
leadership advice**

“Make business decisions from the heart and consider the impact on the well-being of customers, employees, suppliers, community, animals, nature, and future generations.”

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**JUDY WICKS, 70
FOUNDER OF WHITE DOG CAFE, AUTHOR,
ACTIVIST, MENTOR, RETIRED ENTREPRENEUR**

// PHILADELPHIA, PA

Wicks is a true pioneer of the responsible business movement. In 1983, she founded the White Dog Cafe, and for 26 years operated this farm-to-table trailblazer that, among other best practices, uses 100 percent renewable electricity, pays a living wage, and runs educational programs for its community. Wicks has also helped kickstart a wider movement of local economies and socially conscious entrepreneurship through the networks she helped establish, including the continent-wide Business Alliance for Local Living Economies (BALLE). After selling her company in 2009, she started a local loan fund called Circle of Aunts & Uncles, which provides capital and business advice to entrepreneurs who don’t have family members who can do so.