

Conscious Economy Rising.

Documenting the synthesis of a
consumption economy with a conscious economy.

2005 - 2015



For conscious entrepreneurs,
With a marketing department of one.

Curated by @ShannonEastman
#consciousmarketing
Version 1.0 - October 2015



I did this research for my own curiosity. I wanted to identify the 3-biggest trends in consumer behaviour each year for the last ten years, to help make sense of what is happening right now in business in countries all over the world. This isn't even close to scratching the surface... I'm currently working on a fully comprehensive report to launch in 2016. This is just a sample.

The shift I'm observing feels foolish to articulate now, it's obvious really, but what I'm observing is simply that;

- business owners want to do something meaningful.
- employees want to do meaningful work.
- customers want to invest in meaningful products.

If you are curious about the topic, find me on Twitter; @ShannonEastman @TeachBrand2Fish or check out one of our free, live #ConsciousMarketing workshops.

If I had to make a prediction, I would suggest that this #consciouseconomy stuff will have as big an impact on our planet, in the next 5 years, as the internet has had in the last 20 years.

- @ShannonEastman

2005

Sharing, comparing, getting validation, getting inspired; all so we could go make our own something in 2006. Feeling in control of our destiny was hot, being the web was hotter.

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Distance less irrelevant:

Skype, GoogleTalk, MSN, eBay, Zshops, Broadband, mobile, wifi



People rising:

Consumer priced tech makes Minipreneurs

Peer support groups, open source, blogging, wikipedia, IM.

Authentic buying: reviews, feedback, ratings.

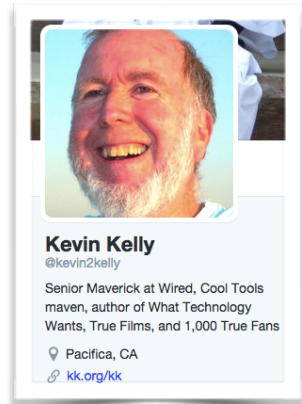
Blink - using our intuition.

Reddit is born. Acquired by Conde Naste in 06.

Better, faster together:

“What does tech want from us?”

asked Kevin, Kelly, in 2005, Founder of Wired. Find his answer to this question here:



Distance is irrelevant.
People rising.
Better faster together

2005

06

07

08

09

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13

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2015

2006

From sharing to crowdsourcing to shifting industries.

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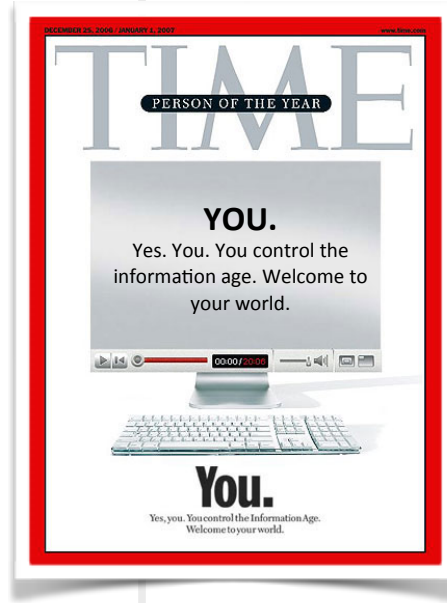
Web 2.0 & crowdsourcing

Need for power and empowerment; thought Leaders are born; P2P traffic surges.

Google buys YouTube for \$1.65billion

The network Is your customer – David Rogers BOOK

Wordpress is 3yrs old.



1 billionth itunes song sold.

Nintendo, Wii launches

MySpace now has over 100 million members.

Industry starts to shift:

Large, siloed, hierarchy goes *flat, frictionless, flexible.*

Open Source. Voice over internet.

Enron brings new regulations. Ford cuts 30k jobs, 14 factories.

Climate Change, Energy on the news – no viable solution. Business sees PR opportunity in going green.

Hacktivist and private sector collide.

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06

07

08

09

10

11

12

13

14

2015

Web2.0
Crowdsourcing
Industry shifts

2007

And so the power swings from the brands to the people.

Power to the people:

Telly 2.0 - Joost

Start-ups, Pop-up Shops,

Android is coming. iPhone
Smartphone is here.

WOM,

Web conferencing,

SaaS makes it easy for
solopreneurs.

Self-Actualisation effect:

“How to meditate” ranked 7th in
how-to search.

Space travel goes big.

HBR on Authentic Leadership
and Authenticity.

Radiohead self releases album:
In Rainbows on a Pay-what-You-
Want basis.

Corporate personality:

Brands on social.

Employees on social.

Nokia shifts from handset firm to
service firm. Umbrella brand to
bring together music, games,
mapping, location.

Financial Crisis.

Distance is irrelevant.
People rising.
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Power to People
Self-Actualised
Corp. personality.

2005

06

07

08

09

10

11

12

13

14

2015

Web2.0 – info-lust
Industry shifts
Share to collaborate

2008

Self-actualised, collaborating and influencing industry to redesign everything, we compel a collective consciousness to emerge.

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Collective Consciousness:

Ruggie Report – waking business to human rights issues.

One laptop per child, \$300 Asus laptop, Google launches Map Maker to aid disaster recovery efforts.

Prius is praised, SUVs shunned.
Ushahid – Google mashup allowing Kenyans to txt election violence.

Free internet

The world feels...

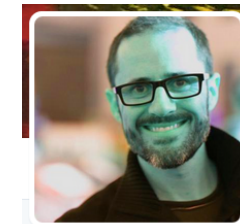
First black president in white house.

China hosts Olympics.

Ongoing terror pushes and pulls us all.



Participation is consumption:



Evan Williams, Twitter Founder – Many ideas driving our growth came from unexpected uses invented by our users.

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06

07

08

09

10

11

12

13

14

2015

Web2.0 – info-lust
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Collective Conscious.
World feels
Participation

2009

Whilst we play inside that collective consciousness
we see the value of WE over ME.

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WE over ME:

Gives rise to Earned Media,
Personalisation,

#IranElection,

Semantic Web and Structured
Data,

Online ad spend officially
surpasses TV spend.



iHealth and well-being:

Doctors and technology collide.

Insatiable demand for
knowledge and learning give
rise to supplements to help
brain keep up.

Wisdom 2.0 is born.

1 million Toyota hybrids sold.
100k Ford hybrids made.

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We over ME
iHealth
Wellbeing

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06

07

08

09

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14

2015

Web2.0 – info-lust
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Collective Conscious.
World feels
Participation

2010

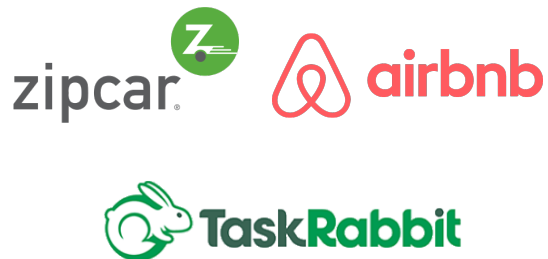
The year we pulled together to DIY a new way forward based on trust, reputation and challenging the way we do everything.

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Collaborative Consumption:

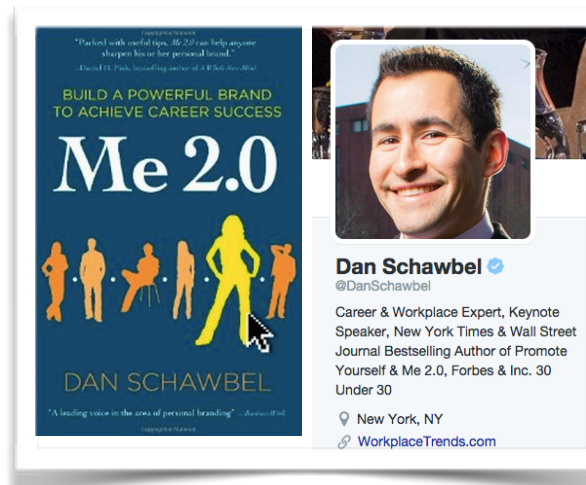
Currency of new economy is trust using “reputation capital”

From membership sites, to bootstrapping, we’re jumping in with everything we’ve got.



Me 2.0:

Personal brand deemed as important as a resume.



Wisdom of Crowds:

UserVoice, GetSatisfaction, IdeaScale and unemployment give way to home based businesses.

DIY marketing being made of Value and Education moves to the front lines and the notion that:

“ We must challenge established economic principles as we face recession, climate change, inequity. How do we stop the crisis and invest in our future? ”

– Tim Jackson
Economics Governor, UK

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WELLbeing

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06

07

08

09

10

11

12

13

14

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Collective Conscious.
Free internet
Participation

Collaborative
Consumption - Me2.0
Wisdom of crowds

2011

It's all personal now as we move everything to our mobile device
– we run from our FOMO whilst proudly declaring YOLO.

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Socially good for business:

- Mobile Marketing takes off.
- Mobile websites get responsive
- e-commerce, social commerce, social analytics soar, check-in and rate with Yelp and TripAdvisor.
- Customer Service and Social PR are on tap.
- Key Influencers are playing with Likeonomics and lending their social cred to brands.
- Do it with transparency and nobody gets hurt.
- Celebrities? Tweet us back.
- Curate, curate, curate and wiki everything.



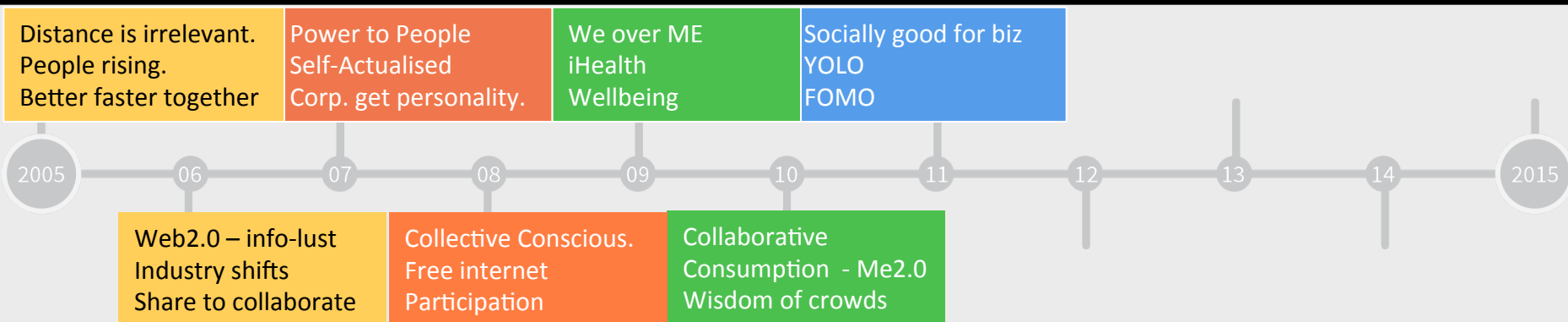
We are reframing everything:

Modern day Carpe Diem: YOLO goes mainstream thanks to Canadian artist Drake.

So we perceive marriage to be optional, so are babies, so is how we work, how we do charity.

FOMO:

A new Fear is front and center and affecting more of us than you think
– FOMO – Fear of Missing Out.



2012

We're connecting mind and body; we want meaningful in our Global local universe. We're making waves that are forcing more change for business.

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Glocal-verse:

Business making big shifts from profit to purpose.
Elon Musk effect

Do we need the banks? We could do better so let's reshape them

WikiHouse – do it yourself architecture to design your own home



Connecting mind - body:

Media tablets, Internet of Things.
Consumerisation of IT,

Convergence of: analytic, mobility, social, cloud, cyber security

Car culture on decline, post offices on decline, robots and smart machines reshaping everything.

Social shopping goes mainstream, x5 new co-working spaces open everyday.

Healthy = Wealthy

lean, clean, gf, df, wf, organic.

The stress that is killing us is a pushing us zen.

Mindfulness

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People rising.
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Socially good for biz
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2005

06

07

08

09

10

11

12

13

14

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Glocalverse
Mind - Body
Health = Wealth

2013

Money is changing form, government, healthcare and education is changing form, millenials are about to change everything again.

Money & crowdsolving:

Me and my money: bitcoin, mobile wallets.

Presumers and Customer-equity over trad. funding

Niche Crowdsolving inside Sharing Economy changing: government, health with app-scriptions, education, business

Organisations join forces with movements, business models go online. The middleman feels the strain

Millenials in Leadership:

Emerging BRIC millenials driven, ambitious, tackling world problems.

Aaron Schwartz – boy of Internet, commits suicide. www.TakePart.com

Teetotal Millenials

Remapping gender: Women owned business is up 54%. Debate: What is masculine?

Conscious Business:

GaiamTV and Sparks & Honey release: Explosion in Conscious Media.

John Mackey of WholeFoods, Why Biz should embrace: Corporate Capitalism. - Forbes

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We over ME
iHealth
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Socially good for biz
YOLO
FOMO

Money Makeover
Niche Crowdsolving
Remapping Gender

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06

07

08

09

10

11

12

13

14

2015

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2014

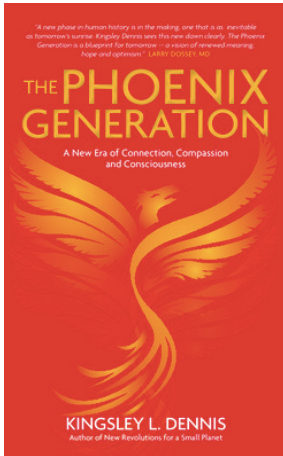
The conscious economy clearly is here and gaining momentum.

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Conscious Economy:

Dr. Kingsley
Dennis, PhD,
sociologist,
researcher,
philosopher.

Bridge
Generation to
facilitate a
phoenix
Generation.



Everything in change:

Deloitte's post-digital enterprise:
new consumers
new collaboration
new leadership
new workforce
new workplace
new 3D printing
new wearables
and new intelligence

Quality Community:

We are swapping the fire-
hose for the garden-hose.
We love social, but opt for
exceptional content with a
smaller community feel as we
get real, get more intuitive,
get more aligned.

Distance is irrelevant.
People rising.
Tech as nature.

Power to People
Self-Actualised
Corp. get personality.

We over ME
iHealth
Workforce

Mobile,
YOLO
FOMO

Content here
Content here
Content here

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06

07

08

09

10

11

12

13

14

2015

Web2.0 – info-lust
Industry shifts
Share to collaborate

Collective Conscious.
Participation
Mobile GPS

Collaborative
consumption
Wisdom of crowds

Health = Wealth
Purpose and profit
Changing business

Conscious Economy
Everything in change
Quality community

2015

Meaning trumps material. Day jobs transform into portfolio, lifestyle, solopreneurs and we are all in for a very big ride.

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Meaning:

We discovered the meaning to life....

Now we are focused on making money from what is meaningful to us.

Corporate starts to embrace meaningful marketing by facilitating, enabling, supporting inspired solopreneurs to change the world.

Inspiration messages are everywhere.

Democratising democracy:

Demonetising business.

Demonetising service.

Creating with nature

Data to drive social good.

Next wave of Solopreneurs

Professionals are leaving their corporate jobs to set up on their own.

People are dissolving their baggage to thrive in business.

Portfolio careers, lifestyle business

Better, not bigger.

Distance is irrelevant.
People rising.
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We over ME
iHealth
Workforce

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FOMO

Content here
Content here
Content here

Meaning
Democratising
New wave

2005

06

07

08

09

10

11

12

13

14

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What is conscious marketing?



Conscious Marketing emerges from the business owner. Who they BE is what they DO. When you are in the zone, you compel people to want what you have. Physiology, chemistry, biology is altered when you are in the zone. It's a state of being that affects another's state of being.

What energy is to matter, inspiration is to business. Moving from a state of solid requires heat/energy. Moving you from stuck to momentum, requires inspiration. Inspiration comes from the alignment of who you BE with what you Do leading you into leadership, thus service. Inspiration is nurtured by community. Conscious Marketing is what emerges from a state of being inspired.



Conscious Marketing is a synthesis of **science and universal laws** with the **timeless art of being seen** (we call that PR), the art of **inviting someone to take action** (we call that marketing) with the new world of **technology, social, search**. Together they allow for a set of communications that your audience resonates with, intuitively and psychologically. It encompasses awareness, self-awareness and being in pursuit of what is meaningful to you.

Conscious Marketing is not...

- **Corporate Social Responsibility.**
- **Using marketing to make us believe you are aware of the impact you are having on the environmental and humanity.**
- **It is not the same as sustainability.**
- **It can be associated with the Triple Bottom line philosophy from 1981, written about in Social Audit: Triple P is Profit, People, Planet. It is more than this.**

#PRECESSION: and Buckminster Fuller.



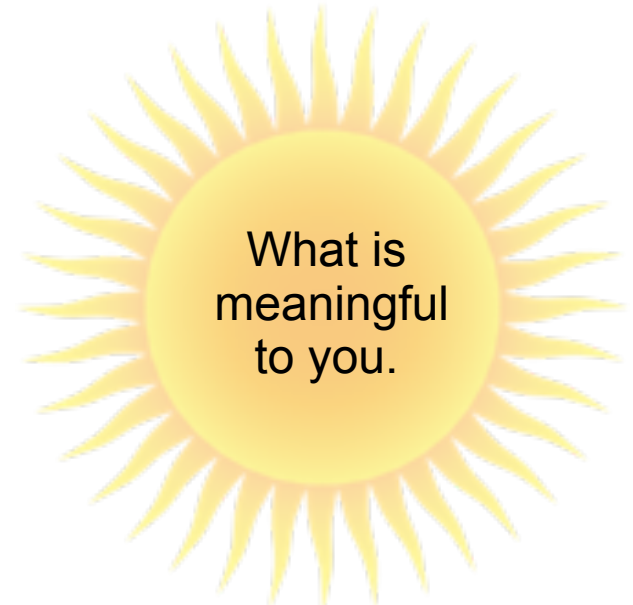
Bee perceives it's goal to be nectar. What occurs at 90' of it being in action? It's true purpose: Legs covered in pollen, travels flower to flower pursuing goal of nectar, cross pollinates, sustains planet.

Rock falls into pond. Because of gravity, the rock's goal is to hit the bottom of the pond. What occurs at 90' of it being in action? True purpose: As it hits water, kinetic energy is released, creating heat and waves, altering life under the water.



#PRECESSION: and Buckminster Fuller.

You



When you are in pursuit of what is meaningful to you, you are in action. Whilst you are in action, your true purpose shows up to the right and left (90° of you being in action). These typically appear as open doors to new people, new opportunities, new insights or as brick walls, loss, set-back, challenge. Instead of figuring out our life purpose, or big fat mission, we can simply align with what is meaningful to us, get in action, so that what is meant to show up, does.



An invitation to explore further.

Conscious Marketing Live, Free, 60-minute Training and Q&A.

[Check out upcoming dates on our Facebook Page.](#)



For conscious entrepreneurs,
with a marketing department of one.

Curated by @ShannonEastman
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Version 1.0 - October 2015

About Shannon Eastman

Philosopher, Facilitator and Educator at Teach a Brand to Fish, #ConsciousMarketing advocate



I am just like you. I am feeling the shift, I am aware of the transition, and I am experiencing the fear and doing it anyway. My journey has allowed me more than 25 years in marketing, PR and sales, working with and for some of the biggest brands on the planet in Russia, North America, Middle East, Europe and UK.

I set up on my own in 2009. I had a desire to uber the marketing industry for small business doing some good in the world. Marketing does not have to be a black art, nor does it need to be expensive or scary.

Ubering the industry for small business was about figuring out how to bring the strategic thinking of a marketing director, along side the executional abilities of a marketing agency, in a form that a small business could actually leverage. Oh! And I wanted it to cost less than \$500 USD. So I did. Only to realise, that was just the beginning. It's incredible to discover how much we don't know.

Today I want to create the opportunity for more people to discover that there is a way of doing marketing that can feel good. I want to support this new breed of leader who is in service, who has aligned who she Be with what she Do.

Credits:

Demand side innovation - <https://hbr.org/2005/02/breakthrough-ideas-for-2005> (Point 4)
Value Stake Holder Model –
<http://www.infoplease.com/year/2005.html>
<https://www.linkedin.com/pulse/20140909160009-19813050-business-challenges-what-has-changed-in-the-last-10-years>
<https://hbr.org/2006/02/breakthrough-ideas-for-2006>

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Elevatedexistence.com
Higherperspective.com
ConsciousTV.com
Amazon.com
Google Trends
Alexa.com
QuantCast.com
TakePart.com
ConsciousCapitalism.com
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Emersons Essay on Self Reliance
Buckminster Fuller Community
Integral Theory

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Renesch, John; Conscious Leadership. Brown & Herron (June 17, 2002)
Sisodia, Rajendra; Wolfe, David; Sheth, Jagdish; Firms of Endearment: How World-class Companies Profit from Passion and Purpose. Pearson Prentice Hall (February 10, 2007)