

Beyond Conscious Capitalism

Being a Human Owner in The Age of AI

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About Matt Pardieck



- Financial Services 30 years
- Bestselling Author—*The Bottom Line of Happiness*
- Listed on Conscious Capitalism, Inc. website
- Passionate about the entrepreneur, especially those with “big hearts”
- Rocket scientist, pilot, black belt, musician and philanthropist

POST PANDEMIC, WHERE DID THE TRUST GO?

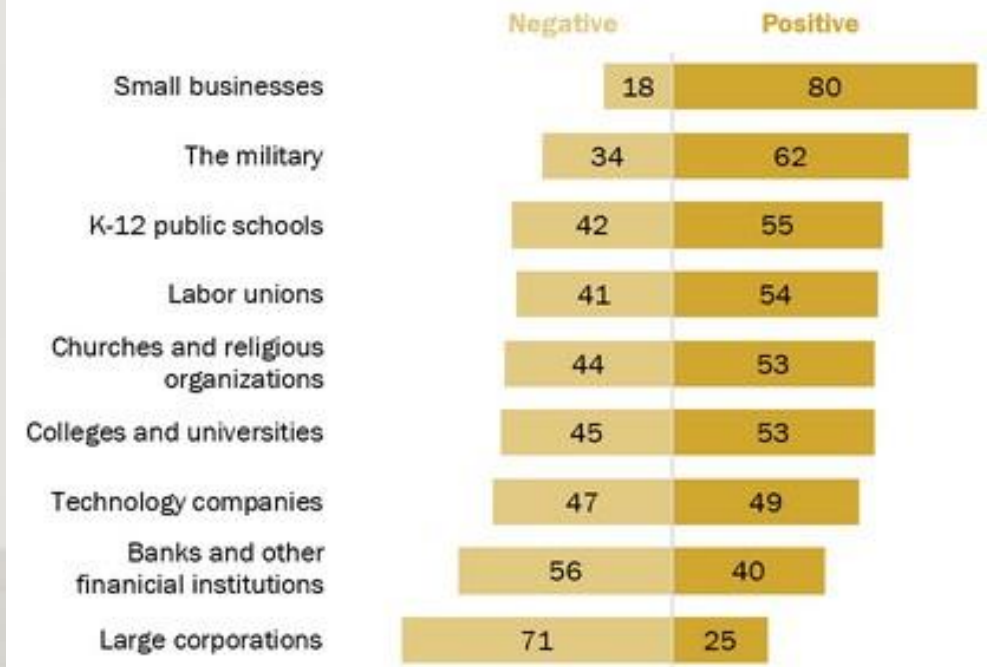


WHY BUSINESS OWNERS, WHY NOW?



Small businesses are broadly popular with the public, in contrast with large corporations and banks

% who say each of the following has a ____ effect on the way things are going in the country these days



Note: No answer responses not shown.

Source: Survey of U.S. adults conducted Oct. 10-16, 2022.

PEW RESEARCH CENTER

WHY BUSINESS OWNERS, WHY NOW?



A business is more than an economic engine: it's a TRUST incubator.

WHAT AI CAN AND CANNOT REPLACE

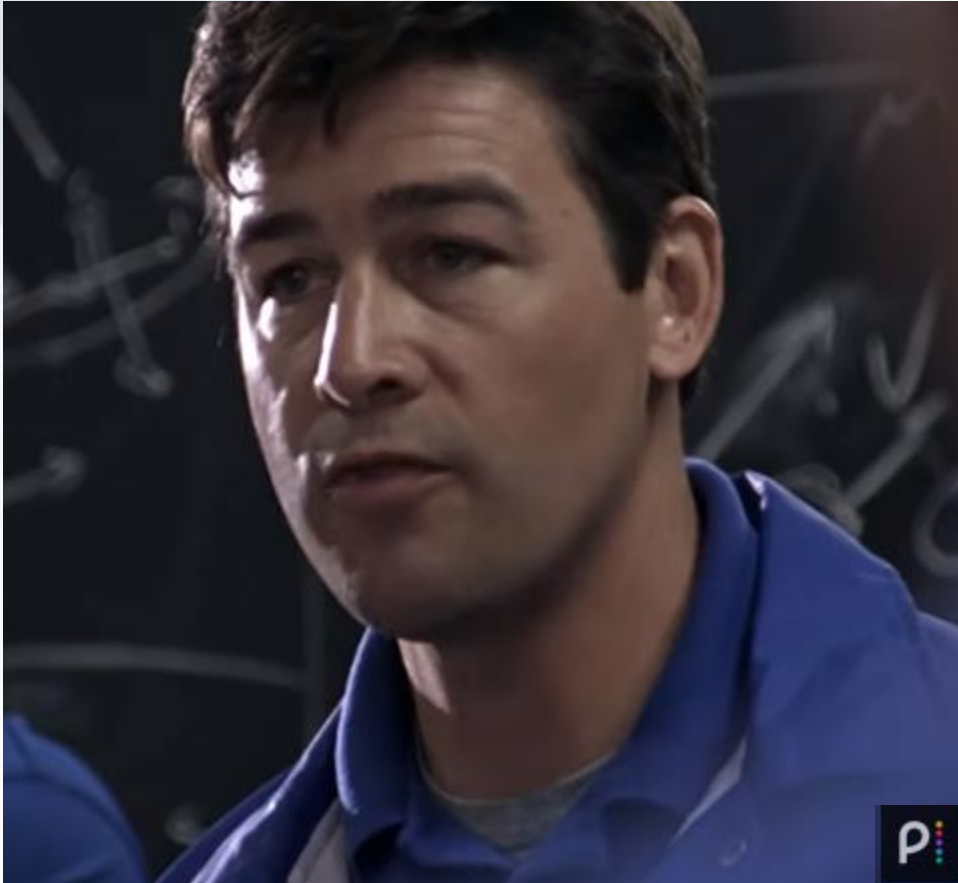


WHY HEART/PURPOSE IS MORE PROFITABLE THAN LOGIC ALONE



- Trust reduces friction (*Speed of Trust*)
- Trust changes win-lose to win-win
- Employees seek purpose driven businesses
- Trust builds goodwill with customers/suppliers
- GGOB/KKR Studies: Organizations outperform when owners lead with empathy and employees have agency, information, and a stake in the outcome

THE FULLY HUMAN OWNER



- Wisdom—seeing clearly with left and right brains
- Courage—acting despite risk
- Temperance—mastering impulse
- Heart/Love—empathy, goodwill, gratitude, grace, dignity

“Clear eyes, full hearts CAN’T LOSE!”

BUSINESS AS HUMAN DEVELOPMENT SYSTEM

Are we?

- Creating agency or dependency?
- Creating trust or fear?
- Developing people or consuming them?
- Building owners or renters?
- Creating opportunity or extracting value?



Can we?

- Have more 1-1 conversations vs emails?
- Listen fully?
- Have courage with transparency?
- Provide balance of grace and accountability?
- Mentor to develop & replace ourselves?
- Align incentives?
- Build local engagement?
- Have more fun?

People are more capable than we think.

WE MUST DEVELOP OUR HEART/WISDOM WITH OUR SKILLS

Founders Syndrome



Growth

- Personal coaching
- Peer groups
- Faith or contemplative practices
- Physical health
- Reflection/Introspection/Meditation
- Personal/business mission statement
- Defining your “enough”
- Stewardship over ego

TIN MAN HAD IT RIGHT!



BUILDING ABUNDANCE IN BUSINESS AND COMMUNITIES



CALL TO ACTION: BUILD BUSINESS OF ABUNDANCE

- Trust—Have one real 1 on 1 conversation with someone in your company. Listen more than you talk.
- Agency—Give someone more information, responsibility or decision-making authority than you normally would. Watch what transpires.
- Stewardship—Identify one place where your business can strengthen employees, customers, suppliers or community while still improving company.
- AI—Where can AI reduce drudgery without reducing humanity?
- Personal growth—join a peer group, hire a coach, restart a spiritual discipline, write a mission statement, or define “enough”.

BOTTOM-UP RENEWAL OF TRUST IN EACH OTHER



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

-Margaret Mead

CONNECT WITH ME:



- www.bigheartedbusinessowner.com
- Warrior Whispers YouTube: @pardicus
- Second book edition published in Fall 2026
- White paper with philosophical grounding, resources—development and aligned funders end of June.
- Potential new Conscious Capitalism Chapter



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