Beyond Conscious Capitalism

Being a Human Owner in The Age of AI

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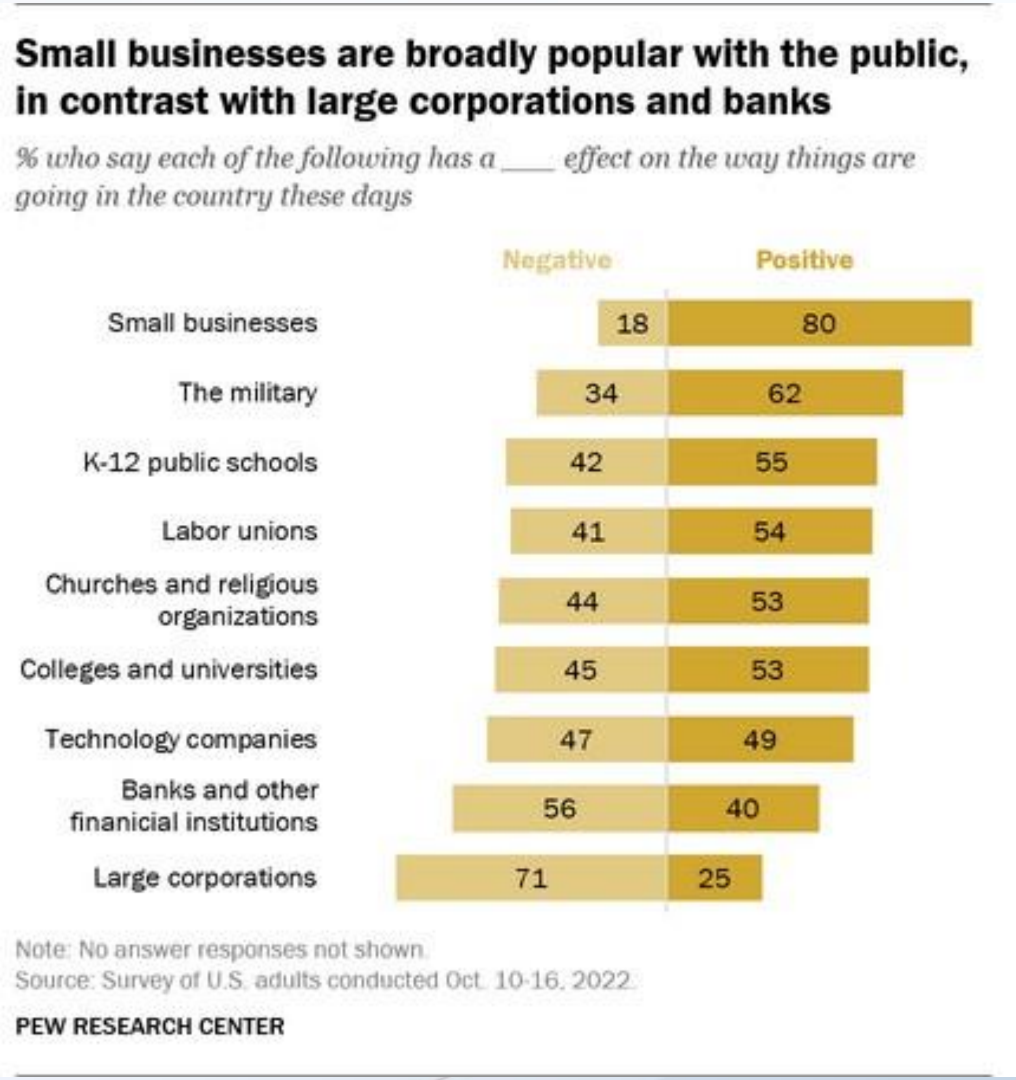
MATT PARDIECK
BIG-HEARTED BUSINESS OWNER

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?



WHY BUSINESS OWNERS, WHY NOW?

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

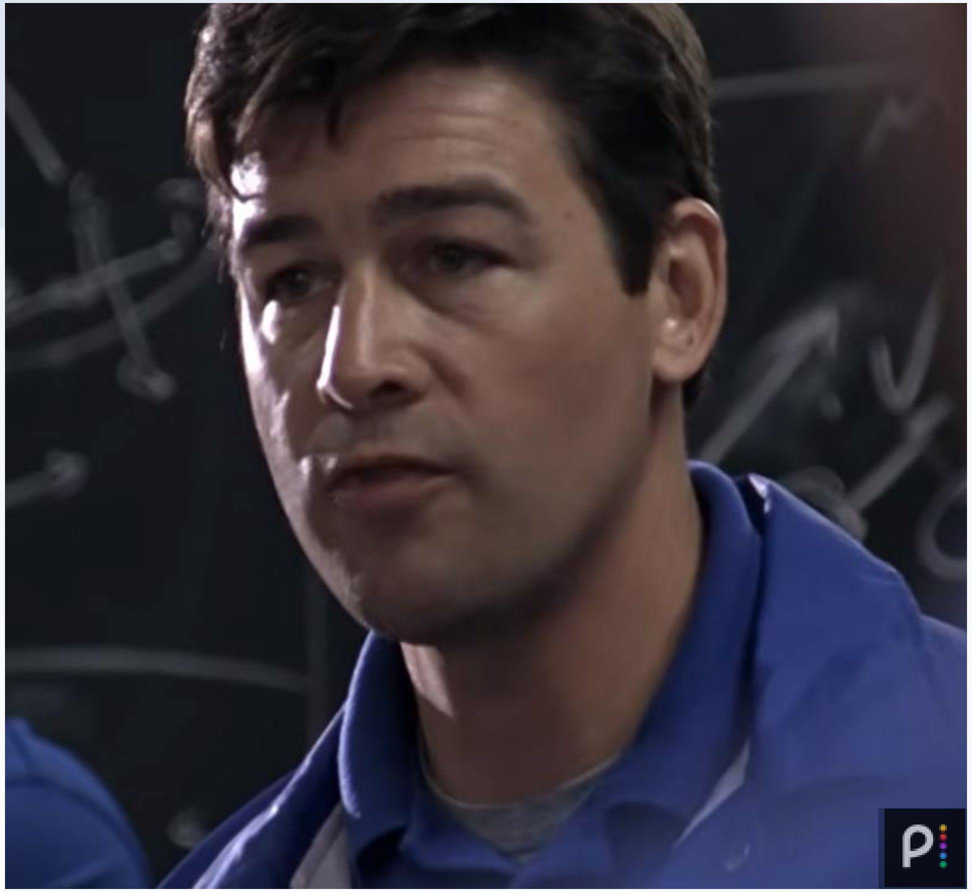
WHAT AI CAN AND CANNOT REPLACE

TIN MAN HAD IT RIGHT!

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!”

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

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”.

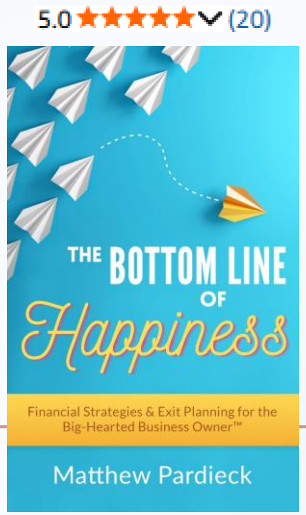
BOTTOM-UP RENEWAL OF TRUST IN EACH OTHER

"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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