

ELEVATED ECONOMICS

HOW CONSCIOUS CONSUMERS WILL
FUEL THE FUTURE OF BUSINESS



MEET RICHARD STEEL

Richard is an entrepreneur, investor, author and business consultant who firmly believes that business can be a force for good. He has run private and public companies, served on nonprofit boards and advised the White House Business Council.

Richard is an alumnus of Harvard Business School and is an advisor to large and mid-size companies, governments, startups and nonprofits. Currently, Richard is the CEO of a venture firm and chairs a philanthropic fund.

The future of business will be fueled by conscious consumers. Richard offers a decisive case for embracing their needs, and a playbook on how to win in the Elevated Economy.

CONNECT WITH RICHARD:

 @ElevatedEcon

 Richard Steel

WHAT RICHARD BRINGS

DATA-DRIVEN INSIGHTS ON THE FUTURE OF BUSINESS:

The consequences of business inaction in regards to ESG are detrimental. When companies adjust and take action, it pays off. Richard shows the irreversible trend of environmental, social, and governance (ESG) as key success factors, as well as the emergence of socially responsible investing (SRI), and provides a framework for how to take your business forward.

SHIFT IN GLOBAL CONSUMER BEHAVIOR:

Richard understands that every successful business leader in the next ten years will have one thing in common—embracing conscious consumers. He provides a positive, hopeful, and helpful playbook of innovative and profitable changes for businesses to make in order to win in the next decade and beyond.

HOW COMPANIES CAN ADAPT TO THE SHIFT:

Richard helps senior business leaders looking for objective support that will help their companies survive and thrive in the rapidly changing economy.

Visit elevatedeconomics.org to learn more about Richard and his book *Elevated Economics: How Conscious Consumers Will Fuel the Future of Business*.

To learn more, please visit ELEVATEDECONOMICS.ORG.

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Consumers and investors have innovated their game. Now you as a leader must innovate with them or face the consequences.

In this engaging and persuasive guide to the new world of conscious capitalism, entrepreneur and investor Richard Steel details the inevitability of the coming changes in capitalism.

**The elevated economy is coming.
In many ways, it's already here.**

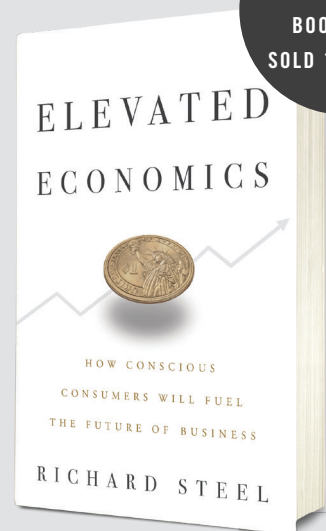
Our economy has become increasingly values-driven, and consumers have begun to care more about the principles of the companies from which they buy. With an eye toward the future of sustainability, *Elevated Economics* provides you with

- Crucial information on the rise of ESG (Environmental, Social, and Governance) practices
- Informative, firsthand interviews with Ivy League business school professors and CEOs of successful corporations who actively follow the ESG model
- A framework for understanding trends in Socially Responsible Investing (SRI)

Steel makes the case that ESG is more than a burgeoning trend, and as a leader, you must get on board or risk extinction.

The future of business will be fueled by conscious consumers. *Elevated Economics* decisively outlines the business case for embracing ESG. These established trends are already driving massive change, and they will only accelerate in the future. Business leaders must recognize that to win, they need a roadmap to navigate the Elevated Economy and reap the rewards of doing well by doing good.

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**AN ESSENTIAL LEADERSHIP GUIDE
FOR ENGAGING MODERN, SOCIALLY
RESPONSIBLE CONSUMERS**

THE STORY BEHIND THE BOOK

Richard is an entrepreneur, investor and business consultant who firmly believes that business can be a force for good. Often, Richard would find himself in conversations with business leaders who were searching for ways to better steward their businesses for longevity and sustainability. With this particular area being a passion point for Richard, he wrote *Elevated Economics* to highlight the attributes of organizations that will survive and thrive in the evolving business environment.

To learn more, please visit ELEVATEDECONOMICS.ORG.

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PRAISE FOR ELEVATED ECONOMICS

“*Elevated Economics* is a must-read for every business leader. Consumers are increasingly making purchasing decisions based on a new paradigm. Richard Steel identifies this new reality and offers solutions all in one fell swoop. Leaders will be using this book to rethink their marketing and product strategy for years to come.”

—**ROB HOWARD**, vice president, **Target**

“*Elevated Economics* ties together three powerful discontinuities facing all companies: customers behaving differently, investors acting differently, and competitors responding differently. Steel frames a powerful argument for change with a pragmatic approach on ‘how to.’”

—**GEORGE RIEDEL**, senior lecturer, **Harvard Business School**

“The world is different now, and businesses have to adjust. *Elevated Economics* helps guide decision makers to make smart choices, and when done correctly, both the consumer and company win.”

—**BLAKE MYCOSKIE**, founder, **TOMS Shoes**

QUESTIONS YOU CAN ASK RICHARD:

- Why did you write *Elevated Economics*?
- Why should business leaders adapt to the trends now?
- When is the elevated economy coming?
- What are the consequences of inaction vs action?
- How are investors and consumers making SRI decisions these days?
- What can business leaders do?
- What wealth transferring trends are you seeing in the next few decades?
- What is the biggest challenge for companies to learn or adopt ESG changes to help them win?
- What does each of the ESG (environmental, social, and governance) terms mean?
- Are there any decisions that you have made in your business career that you said no to because it was something that didn't align with business values?
- If you were only able to give a business leader one piece of advice, what would it be?
- Who do you think is doing a good job with ESG decisions in business right now?

To learn more, please visit ELEVATEDECONOMICS.ORG.