

How Conscious Business and Authentic Leadership Can Bring Value to Your Business

A conversation with
Sheldon Romer, co-founder and former CEO
Rudi's Organic Bakery
Susan Skjei, Ph.D., Director Authentic Leadership
Center at Naropa University



Authentic Leadership Center
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What is Conscious Business?

Consciousness is the main source of organizational greatness.

Conscious business, means finding your passion and expressing your essential values through your work.

A conscious business seeks to promote the intelligent pursuit of happiness in all its stakeholders.

It produces sustainable, exceptional performance through the solidarity of its community and the dignity of each member.

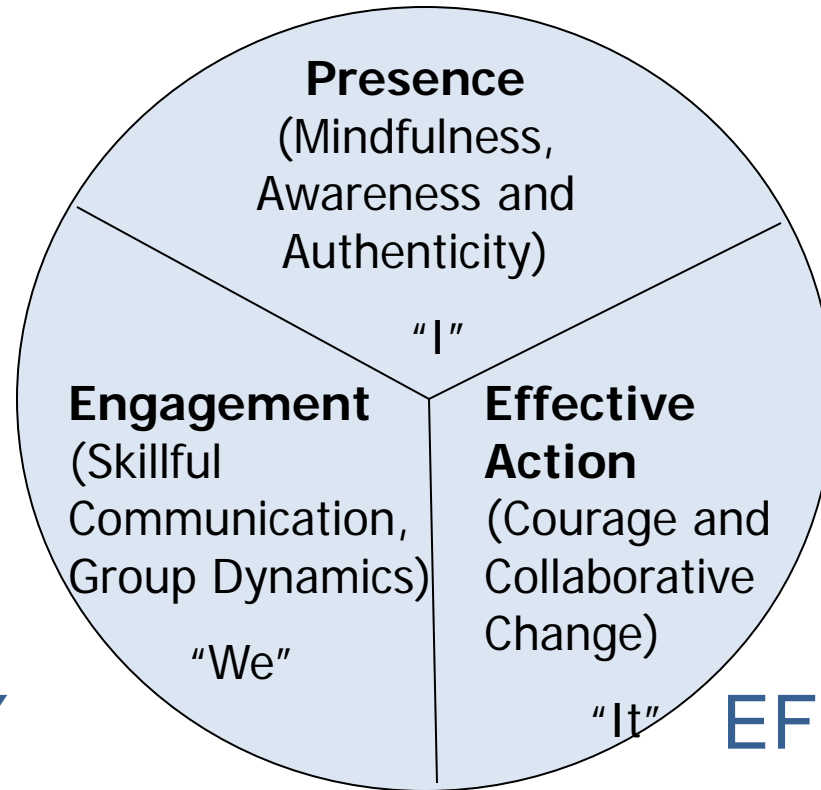
–Fred Kofman, Ph.D



What is Authentic Leadership?

SELF-ESTEEM
CONFIDENCE

TRUST
CREDIBILITY



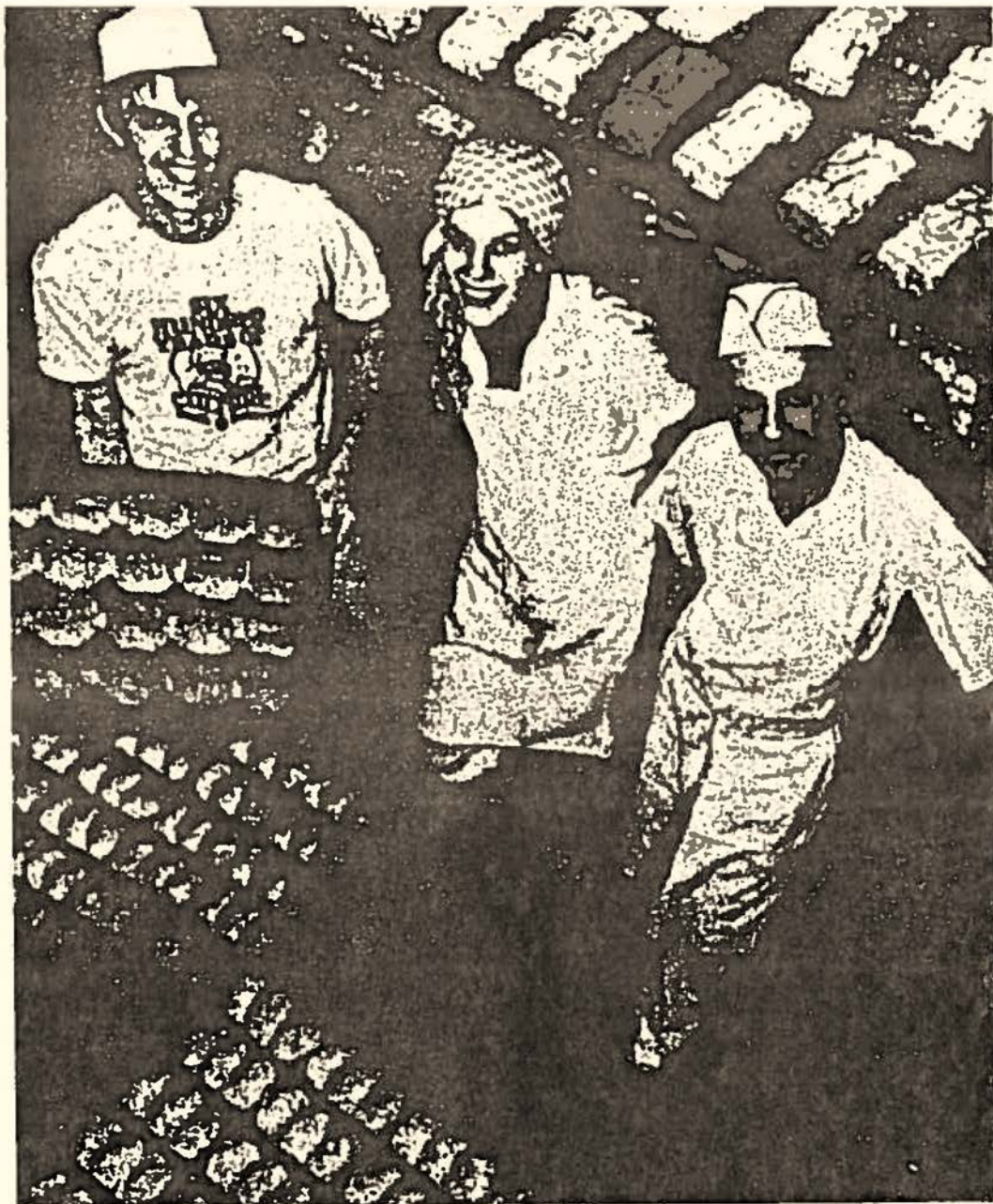
POWER
EFFECTIVENESS



Sheldon's Story



Old world
dough is
bakery's
bread and
butter



NEWS PHOTO BY DICK DAVIS

Sheldon Romer, right, gave up social work to become part owner of Rudi's Bakery with Pam and Bob Stoffer, left, and Jim and Kathy Putorti (not pictured).

Panel and Group Huddles

- Panel with Carlotta Mast and Amy Keller
- Group conversations:
 - What are your leadership challenges?
 - What are three qualities you have found to be helpful as a leader?
 - What are three elements you would like to see in your next leadership development experinece?



Q & A



Thank You!



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