

# Conscious

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# Synopsis

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Our world is changing faster than our ability to adapt. Ambushed by speed, complexity, and uncertainty, many of us are unprepared for this acceleration. We act on autopilot as new challenges confront us. We are too reactive to problems and miss out on opportunities. Stress and burnout are pervasive as many of us do not perform up to our potential.

Organizations are not adapting well either. Seventy percent of change efforts fail. Slow execution, unrealized growth, unhealthy cultures, and obsession with short-term results undermine long-term success. Inside communities, there is more tension, diminishing trust in our institutions, and a growing inability to solve our most complex social problems. The primary culprit for these maladies is our lack of awareness.

Let's face it: Our current approach to change is running out of steam. And the cost of unaware people is too high to pay. In this age of acceleration, we need a fresh approach to living and leading. *Conscious* is our wake-up call-to be aware, awake, and accountable. Nothing is more important than understanding ourselves, our relationships, and our surroundings. Being conscious helps us think deeper, learn faster, and collaborate better. The more conscious we are, the faster we adapt, and the higher performing we become. Conscious is the new smart.

## Reader's comments

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