

ECO-CONSCIOUSNESS

AS A

visionary paradigm
FOR VITAL BUSINESSES



LEVEL UP
STRATEGIES

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ECO-CONSCIOUSNESS

as a Visionary Paradigm for Vital Businesses

Dawning Conscious Living: Level Up Strategies Inc. and the generative path forward

We are learning what it means for our organization to become conscious to the ensouled world beyond the human element.

We have begun to wake up to how we - without paying much attention - have acted on a sort of “autopilot” of capitalist traditions, meaning we have been active consumers of Earth’s land and resources rather than generative contributors.

Our organization has worked hard to have a social conscience: we have thoughtfully utilized our position in the marketplace to do charitable good by hiring community members who are marginalized and donating our time and resources to organizations who touch the vulnerable amongst us. We, nonetheless have yet to fully acknowledge our part in harming the planet that we call home – which includes all life forms that abide within **Earth’s ensouled wilderness.**

We, like so many other businesses, have prioritized growth and prosperity, which necessitates earning profits that further our capacity and reach. While we never set out to do harm, we also balanced the impact of our actions against the opportunity at hand, and if we were honest with you, we would likely have preferred opportunity and growth in the face of **“risk of negative impact.”**

In reflection, these tensions seem like prerequisites to doing business within the traditional capitalist paradigms in which we have grown and operated...but where does that end?



Honest reflection revealed that if we continue down this path, we, like many other businesses may end up **doing serious harm to the world around us in an unconscious quest for profits.**

If we kept going with our old ways of thinking, engaging with the world through traditional economic paradigms that **dominate over**, rather than **thrive with** ecosystems, we may have eventually found ourselves looking at an opportunity that would have compelled us to risk at the expense of the living beings around us. The justification, if asked, would have been naturally derived from **“a duty to shareholders”** or other forms of shallow and self-serving traditions.

Charting a new and visionary path is the journey we are now on. We are not perfect, but we will continue to remember our integrated reality within this ecological community that sustains our lives and our business.

Yes, the tensions are real for us between doing well for our ensouled wilderness, local community, people within our organization, and customers, while also running an organization enhancing the lives of future generations.

Regardless of what challenges arise, **we are committed because it is no longer an option for us to turn our eyes and hearts away from the vital roles we have in this important time in the history of this world.**

We can continue to do great work in such a way that enhances the well-being of all life, present and future.

We invite you to reconsider your paradigms informed by traditional capitalist perspectives that promote “progress” at the expense of living beings sharing the essential elements of life here on Earth, who are looking for us to play our role in fostering generative outcomes, which transcend the desolate conclusion of bottom-line shareholder value.