



When we met, Amit was an illiterate man living in the slums of Delhi, India with his wife, mother, and three young children in a single room with no furniture and holes in their blankets. As the sole breadwinner of his family, he would forage in the city seven days a week for 12 hours or more – day after day, week after week, month after month, year after year, for whatever work a man like him could scrounge up and do. Sometimes he would find some, often he wouldn't. Sometimes he had enough money, usually he didn't. When we met he told me that his two youngest children would never go to school. And on and on it went for him and everyone he knows.

When he became an entrepreneur with his own auto-rickshaw and the ability, every day, to experience *freedom*, to exert some control over his life, to return home every night with treats for his kids and rupees in his pocket, **it wasn't because of a government program or charity**. It was because his mindset had changed. On purpose. He had, unwittingly, connected himself to me, a purveyor of **Consciousness Training**, that fateful day on the streets of Delhi. Thus began – via daily video conversations – his incredibly informal training with his new American brother, replete with sometimes awful connections and something of a language barrier. Soon, beliefs like “this is my karma” and “this is my bad luck” were supplanted with “everything is possible.” It just took copious amounts of repetition, a feature of the training. Amit was also encouraged to think beyond his circumstances to what life would be like when he had enough money all the time for rent, school fees, food, and medicine. When he came to truly believe that everything was possible and when he had spent enough time thinking beyond his unwanted circumstances to what was actually preferred, that's when things in his life began to change – including his two youngest enrolled and thriving in school.

To be sure, this boost into better circumstances has not propelled Amit and his family to full prosperity, not yet. But he is on his way, he's on a track. His mindset that everything is possible has created an entirely new trajectory. He now talks all the time about learning to read and write, owning his own home and business, doing meaningful work, and, mostly, about helping others. “Freedom way,” as he says. New thinking begets new thinking and new thinking begets new everything. **He is being “taught how to fish,”** as it were, and all that's required for him to keep moving forward is ongoing, relentless practice (which is remarkably inexpensive). Meanwhile, there are billions of Amits in our world and every one deserves the freedom that he is tasting.



CONSCIOUSNESS TRAINING AT SCALE

Anyone who has ever had some therapy and/or access to books, lectures, workshops and retreats where psychologists, scientists and growth gurus repeat incessantly that “we create our own realities” knows all about this. When I learned what I did it was always in rooms filled virtually entirely with white people of means, like me, as though this information was/is some sort of privilege. It’s not. Every human being desiring to break out of poverty – be they citizens like Amit with no resources much less the belief that change is possible or the humans who make up the governmental ecosystems of the cities in which poverty resides – can and should be offered Consciousness Training. We know how to create change; it’s actually rather simple. And like every social enterprise, this is about making something that works happen at scale.

The Consciousness Company, which I am founding with 25 years of mastery of this practice (and significant corporate experience), seeks investment to create – simultaneously – a **Pro-Prosperity Program** for citizens and the first **Conscious City Initiative** for government, to transform the city of Oakland, California (or any other jurisdiction). It will address poverty from the ground up in ways that technology, government, and social services have thus far failed to do by training multitudes of people like Amit. *And* it will create a “conscious city” by training humans from within every nook and cranny of the governmental ecosystem resulting in a top-down re-orientation to problem-solving based on proven concepts and practices. To be sure, we’ve tried everything else.

Specifically, funding will support hiring a multi-ethnic, inter-generational cohort of 40 people from multiple countries and varied socio-economic backgrounds as year-long paid fellows. They will be trained intensively for three months and will then work in the field for nine months while their own training continues concurrently. At year’s end, many will be poised and ready to create similar Consciousness Training initiatives (under the auspices of The Consciousness Company) in other cities and countries in whatever areas of interest they have (e.g., politics, homelessness, racism, education, criminal justice, health care, etc.) – as infinite numbers of subsequent cohorts are recruited and trained. Think of The Consciousness Company as “the McKinsey of consciousness.”

* * *

I am eager to share the full breadth and depth of this elegantly simple, utterly doable, highly innovative, massively impactful, highly profitable project. Let’s converse.

Steven Morrison, M.A. • Founder, The Consciousness Company
+1.310.379.9997
steven@theconsciousnesscompany.com • twitter.com/MorrisonSteven