

Sara-France Vaval

Business Policy

Professor Boronow

March 2020

Page 1-75

“Summary”

It is believed that human creation has had a great positive impact on more people than free-enterprise capitalism, which is related to innovation. John Mackey says, “the extraordinary innovations that have sprung from this system have freed so many of us from much of the mindless vibrant and fulfilling lives.”

John Mackey views entrepreneurs as heroes of free-enterprise capitalism as they drive progress in business, society and the world. They solve problems by creatively envisioning multiple ways the world could and should be. With their brilliant imagination, creativity, passion, and energy, they are considered to be the greatest creators of widespread change in the world because they always see new possibilities and enrich the lives of others by creating things that never existed before. In addition to innovation because it can be seen through the inventions that have changed the world such as: automobiles, telephones, gasoline, the internet, antibiotics, computers, airplanes etc. Both entrepreneurs, and innovations have changed the trajectory of the world and even the economy.

I believe that both entrepreneurs and innovation are more prosperous under a capitalist system. Unfortunately, it is believed that capitalism is under attack. Capitalism is vilified as a bad guy and it is blamed for everything our postmodern critics dislike about the world because it is portrayed as exploiting workers, cheating consumers, causing inequality by benefiting the rich

but not the poor, homogenizing society, fragmenting communities and destroying the environment. However, it is recommended that businesses that have operated with a low level of consciousness about true purpose to evaluate themselves.

With all the argument that capitalism is good or bad, the right question that is to be asked is, “what does it mean to become more conscious as individuals and as businesses.”, says Mackey. He believes that we all can transform ourselves into beings who create value for others and help make the world more beautiful or we can reinvent ourselves as agents of creation and collaboration, magnificent entities capable of cross-pollinating human potentials in ways that nothing else can, creating multiple kinds of value for everyone they touch, which is why he used the caterpillar analogy.

From the caterpillar analogy and seeing humans evolving throughout history, humans grow to have more knowledge and to be more educated, which is great because literacy rates has risen. Therefore, it is easier for people to comprehend and take actions on solving issues than ever before.

To conclude, I can state that both systems, capitalism and communism have their perk. However, being conscious is where the difference can be made. To be conscious means to be fully awake and mindful, to see really more clearly, and to more fully understand the consequences- short term and long term - of our actions. In addition, it also means we have a greater awareness of our inner self, our external reality, and the impacts we have on the world. Lastly, it means having a greater commitment to the truth and to acting more responsibly according to what we know to be true. As a result of being more conscious, we should strive to have a higher purpose as businesses and people.

