

Tool: Collective Consciousness

- [Collective consciousness](#), the set of shared beliefs, ideas, and moral attitudes which operate as a unifying force within society, helps you understand that you are not in business only for business. A talk by Dr. Deepak Chopra helped me see this. Don't miss Chopra's video talking about purpose.

https://www.youtube.com/watch?time_continue=77&v=dipZUu_l3i0

Suggestion. This is facilitation material to be used during the Enemies & Supporters exercise (Chapter Four)