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TRANSFORMING WALL STREET

A Conscious Path for a New Future



KIM ANN CURTIN
The Wall Street Coach

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**CONSCIOUS CAPITALISTS FROM
WALL STREET TO MAIN STREET
ARE REVOLUTIONIZING WEALTH
CREATION — ARE YOU AMONG
THEM? *WOULD YOU LIKE TO BE?***

In this book, Kim Ann Curtin challenges the established narrative of self-interest and greed that has informed so much of the coverage around Wall Street, and sets out an optimistic and positive vision for the future of America's financial heart.

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TRANSFORMING WALL STREET
A Conscious Path for a New Future

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A Conscious Path for a New Future

KIM ANN CURTIN

The Wall Street Coach



TRANSFORMING WALL STREET: *A Conscious Path for a New Future*
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Is the system going to flatten you out and deny you your humanity, or are you going to be able to make use of the system to the attainment of human purposes?

—JOSEPH CAMPBELL

*Yesterday I was clever, so I wanted to change the world.
Today I am wise, so I am changing myself.*

—RUMI

That which you call your soul or spirit is your consciousness, and that which you call “free will” is your mind’s freedom to think or not, the only will you have, your only freedom, the choice that controls all the choices you make and determines your life and character.

—AYN RAND, *Atlas Shrugged*

Awareness is the greatest agent for change.

—ECKHART TOLLE, *A New Earth*

You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.

—R. BUCKMINSTER FULLER

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Preface

A few years back, Michael Lewis, in a Bloomberg interview, said he felt that those at the top of the Wall Street structure needed to display more “social obligation.” And the way to restore that was through *shame*.

While I agree with Mr. Lewis that we are absolutely in need of a Wall Street that honors its “social obligation” more successfully, I disagree it is through shame that we will or can accomplish this goal.

This book offers an alternative path to that restoration by focusing on what we *do want* for and from Wall Street and its leaders instead of what we *don't want*. We have spent a lot of time, energy, and focus on those who have shown no integrity in the world of finance. We are well aware of the breaches of integrity that have occurred. We are clear on the lack of ethics displayed. We are painfully aware of the global impact this behavior has had and continues to have. We have been disgusted and repelled by much reprehensible behavior. It has discouraged and saddened many, but none more so than those who view themselves as capitalists. As any true capitalist knows, what we have witnessed is not capitalism but the very antithesis of it.

I propose the time has come to shift our attention toward what we want. To speak to the qualities we desire. If we want a Wall Street that capitalists can be proud of, then let us focus on those whom we can already be proud of and look at the qualities they share and encourage the same from the rest of our leaders, especially those in the making.

As an executive coach, one of my more powerful influences is Appreciative Inquiry (AI). Wikipedia describes it as:

That which takes an asset-based approach, believing that every organization, and every person in an organization, has positive aspects that can be built upon. And that to focus on only the dysfunction can actually cause organizations to become worse

or fail to become better. Al argues, *when all members of an organization are motivated to understand and value the most favorable features of its culture, it can make rapid improvements.*
[Emphasis mine]

I believe rapid improvements are needed and that the stories shared by the men and women I interviewed for this book will assist in creating these improvements.

These interviews took place between 2011–2014. I sought out the men and women of Wall Street who were working in integrity, the ones who were conscious. What do I mean by conscious? Those awake and aware—of their action and inaction. Those who are striving to work and live consciously. Those who follow their own moral code.

Doing my own research and welcoming friends, colleagues, and industry leaders' suggestions (including the public's via social media), I began a search for Wall Streeters who fit this definition of being conscious; then I decided on the number fifty for two reasons: 1) I felt fifty was a number high enough to have some gravitas, and 2) it reminded me of *Hawaii Five-O*, the elite forces unit that I loved on TV as a young girl. Since the slang expression "Five-O" is still used to indicate the presence of police in the area, I thought how apt that my Five-O are the "presence" of consciousness on Wall Street. Since then, a friend pointed out that fifty also represents the states in our union. So now I think of it as there being a Wall Streeter to inspire every state! Much to my delight, I discovered there are actually way more than fifty, but I had to stop somewhere.

As an executive coach, I'm about encouraging more consciousness for my individual clients and the organizations I advise. As a citizen of this country, not to mention the world, I definitely want to see more consciousness on Wall Street (and Main Street). I also want to encourage our younger generation to pursue capitalism consciously—to believe they can achieve great success without selling out one's soul. I believe conscious capitalism is not only possible but the way out and the way forward. Who better to assist in proving this theory true than those who are the conscious capitalists of Wall Street? From the

Wall Street Five-O we can learn how these capitalists not only live and work consciously but attribute their success to this quality. Their stories, I hope, will inspire Wall Street and Main Street to strive for this balance and emulate their qualities. They speak about the challenges they've faced (and face) and how they rose (and rise) to meet them. They discuss temptations resisted and how they managed to overcome them.

What does living consciously mean to them? How do they balance living consciously while capitalistically? Who influenced them? What are their values? How are they able to stay true to their integrity when large sums of money are at stake? If given magic wands, what would they do regarding Wall Street? What is their advice to those entering or working on Wall Street now? How does one become more awake and aware? These are the questions they answer in the pages that follow.

Additionally, I sought out what I describe as *Teachers of Consciousness*. These teachers and their wisdom have assisted me in my own awakening, expanding my consciousness along the way. I've asked them for the best advice to give someone interested in becoming more awake—how one might begin.

The Wall Street 50 are neither angels nor saints (nor are the *Teachers of Consciousness*). In fact, they would be the first ones to say they are far from perfect, yet they are worthy of emulation and our admiration. Their stories of conscious leadership are encouraging, and I hope they will inspire and move you into action. They are living examples of how capitalism can indeed live in harmony with consciousness.

*Our fate is shaped from within ourselves
outward, never from without inward.*

—JACQUES LUSSEYRAN



Introduction

Why I Wrote This Book

“You want to write a book about the conscious men and women of Wall Street? People will think it’s some sort of *Saturday Night Live* comedy skit!” That was the response from a friend when I told him of my idea over three years ago. “People are too angry at Wall Street right now for this book to ever work.” My friend might very well have been correct, but it’s too late now, because in spite of the truth of his statements, I had to do it anyway. In the beginning, I had only considered writing a book about my own journey and what I had learned along the way. Yet the anti-capitalistic energy out there really gnawed at me and I just couldn’t shake it, and after witnessing a sign at an Occupy Wall Street protest that showed a man in a suit lynched from a tree, my decision was made.

I want to say right from the start that I’m not in denial about the problems on Wall Street. I did not support the bailouts. I don’t believe that is what capitalism is about. Actual fraud, and a willful cheating of honest people out of billions of dollars occurred. It was on many levels institutional, not just a few bad apples. And yet not a single person of stature has gone to jail or even trial. The media remains mostly a mouthpiece of the government and Wall Street, and it has not spoken truth to power; not only did it not offer up any serious solutions nor encourage any, but it also positioned what did occur as capitalistic when what happened and is still happening is the antithesis of it. “Crony capitalism,” is what Adam Smith, the “Father of Capitalism,” decried and what motivated him to write *The Wealth of Nations*. Most people don’t really understand Smith’s teachings, but I assure you he would be horrified over the behavior we’ve seen. When

he spoke about *The Wealth of Nations*, he was talking about *what all the people of a nation* experience—not just those in business.

Regulations and laws exist to protect the people, and when they are flouted willfully and systemically, government needs to respond vigorously and with meaningful justice.

While reading Adam Smith's *Theory of Moral Sentiments*, the umbrella under which *The Wealth of Nations* actually sits, I realized that in addition to Smith accepting (more than advocating) man's natural tendency to be concerned with his own self-interest, he also spoke of how we have a moral responsibility to our neighbor and community. He also said it is a given that mankind experiences empathy for others. I believe if we were to follow Smith's philosophy, then we would practice and experience true "conscious" capitalism, the way it was meant to be.

One day walking past the Strand bookstore in Union Square, New York, I saw a sign in the window with this Toni Morrison quote, "If there's a book that you want to read, but it hasn't been written yet, then you must write it." So after watching three years of complaints, anger, and protests, and not seeing the changes that we had hoped to see, I thought I'd write this book.



How I Tackled This Project

In spite of what I acknowledge regarding the massive fraud that has occurred, this book comes out of my personal belief that there still are actually more men and women in finance that have integrity than those who do not. As one colleague said to me, “It wouldn’t work otherwise!” Yet this book is not a scientific study. It is one woman’s quest to discover whether what she believes in her heart is true: that capitalism is a good thing, that one can be successful while retaining one’s integrity, and that the more financially successful one is, the more good one can do in the world.

Having worked in finance now for more than fifteen years, I have had the privilege and honor to know countless men and women who have integrity in this industry. I have known many who lead moral lives personally and professionally. I think it’s important to acknowledge them. Are there jerks? Sure. They exist and I’m not denying them, but they are simply not the majority, and while I’m not ignoring the issues that exist in this industry and how serious they are, I believe the best way to tackle them is to focus on what we want more of and to learn from those who have been successful at navigating the financial world with their integrity intact. I hope their stories will inspire and encourage others to follow their lead. It’s time we have conscious leaders to look up to in this industry and perhaps those who are less aware or half asleep will awake and begin to see that one can indeed be a successful capitalist while retaining one’s soul or, at the very least, the conscious leaders will be emboldened to begin to crowd out those who are not.

My search for those who are conscious or act with integrity on Wall Street first began by word of mouth. I’d ask friends and colleagues whom they thought qualified. Then I began to post on social media, asking the public to recommend those they thought were the good guys of Wall Street. The names started to pour in. In the end, I researched and interviewed over ninety people—many of whom currently work on The Street or in finance in some capacity, a handful

I see as the titans of finance, and some who previously worked on Wall Street. Once the men and women from Wall Street whom I consider “conscious financiers” shared their personal journeys with me, I became even more inspired to bring their stories forward. I believe these *Wall Street 50* who share their experiences will breed hope and, ultimately, inspire others in the industry and beyond to emulate them. I then sought out the four professors whose work had enlightened me in understanding capitalism more clearly and understanding who Adam Smith really was and what he advocated. Then last, but certainly not least, I interviewed those whom I call the “*Teachers of Consciousness*,” teachers who have had an impact on my own personal growth and have done what I call, “the work on themselves.” Each of them has studied, developed, and increased his or her own consciousness through a variety of methods, and they share in common the experience of having been face to face with their own dragons in the basement of their souls. I have always sought out teachers who have been “through it.” And each of these teachers has. They share how you, yes you, can expand your own vision. They have influenced my own awakening, and I hope they will influence yours.

A lot of these Wall Street 50 are world renowned, yet amazingly not one of them asked me for a non-disclosure agreement. They gave me amazing access to meet with them one-on-one without seeing my questions first, nor having a PR person present. They answered my questions while allowing me to record our conversations. Keep in mind they knew I had not yet secured a publisher, nor did I have the professional credentials as a reporter or a writer. What made them agree? I believe it was their desire to be heard. I believe each of these men and women strive to live and work consciously. They are as upset and frustrated with the unconsciousness on Wall Street as anyone. Perhaps they were simply glad that someone noticed they were operating under a set of values.

It’s important to note that only one self-selected himself. Frank Casey emailed me, having seen my post on Albourne Village seeking conscious financiers. He wrote me and spoke about how he and his colleagues spent nearly nine years trying to stop Bernie Madoff. After

speaking to Frank multiple times and hearing his astonishing story of unstoppableness, I chose to include him. I remember being thrilled that he had reached out since I knew he was one of the threesome who brought down Madoff. I had watched in horror and disbelief, along with the rest of the world, when that scandal broke, and I was pretty excited to speak with one of the men who helped bring him down. I was especially curious to find out what it was that motivated him to be so dogged about it—they worked on it for ten years! Frank, along with Harry Markopolos and Neil Chelo, spent years imploring the authorities to shut Madoff down, and in spite of being ignored by every government agency for an entire decade, they didn't stop.

I wish I had been able to interview more women, but I struggled to find women who would agree to be interviewed. Women in general seemed to be less comfortable being in the spotlight in this industry since it is still quite the man's world. I think that is too bad because I believe more women in this industry would help. I want to encourage more women to join this industry. One of my Teachers of Consciousness described this situation as needing more *hina* (feminine) energy. Kauila Clark, who is respectfully regarded as a Hawaiian Kahu, a Keeper and a Guardian of Hawai'i's ancient wisdom, said the industry is currently filled with only *ku* energy (male energy) and when anything or anyone has too much of either energy—it will be out of balance.

Some people will scoff at this book. That's okay. I believe that what you seek, you find. Energy flows where attention goes. I believe there is consciousness on Wall Street, but not as much as there needs to be. Being the proponent that I am of Appreciative Inquiry, I know the way to get more of something in an organization is to focus on what you want, not what you don't. One of the books I read early in my research was Michael Martin's *The Inner Voice of Trading*. In it, he quotes Ed Seykota, a well-known commodities trader who pioneered Systems trading, as saying, "each person gets what they want from their trading." Meaning that we are the co-creators (albeit unknowingly) of our experiences. I believe not only is that true, but that to some extent every person co-creates what he or she gets from life as

well, and that has to do with a person's consciousness and how he views and engages with the world around him.

It is also because I believe in co-creation that I wrote this book. I believe that if people believe capitalism is wrong, or that wealth can only be achieved in an illicit way, that will unconsciously prevent people from attaining or even seeking wealth, for fear of being tarnished in some way.

Many soulful people think that money is dirty or bad or wrong. The word *rich* has become a derogatory adjective. I believe money is energy. And that we can re-design our relationship to money into one that is fueled with love and abundance instead of fear and scarcity. Together, we can perform a "blood transfusion" on the money we earn, create, spend, and donate. Barbara Wilder speaks about this in her book *Money is Love*. Barbara teaches that as we begin to remove our negative thoughts and feelings surrounding money and we redefine money as love, we bring the power of love into all of our monetary transactions. Barbara states, "This in turn opens our hearts to allow money to flow abundantly into our lives and from this place of harmony we can then send money back out into the world on a flow of love and gratitude. Money healed can begin to heal all that it touches. And because money flows like blood through the planet, diseased it causes disease, but infused with love, money can become rejuvenating. . . . Money is the blood of the planet. Heal the money and we can heal the world."

I believe we all have a relationship with money whether we are connected to it or not. How we choose, consciously or unconsciously, to co-create with it drives us into either having more or less of it in our lives.

Susan Davis, one of my Wall Street 50 and the founder and president of Capital Missions talked about this point with me in one of the interviews I conducted. Here is what she said:

The reason I chose to operate in a for-profit world, as opposed to a not-for-profit world, is that in the for-profit world, you make your own money, so you control your own destiny, whereas in a not-for-profit world, you have to be kind of hat-in-hand to donors

who are really difficult to find and to keep in touch with. So, that's why I wanted to be self-funding. But my intention behind money has always been love, and your intention behind anything is what actually manifests, and so when your intention is love, you manifest love. Money is really just a medium; you could be manifesting help, or you could be manifesting a garden to feed your family; there are so many things that can be manifested, but when corporations only focus on making money, even if it means destroying the Earth that supports us, well then "this" manifested money won't build but destroy, so first it has to be healed. . . . It has been very well proven that altruistic people are happier, healthier, and live longer, and people are more likely to act generously than not. But since we've set up our global economy based on an incorrect assumption that humans are selfish and greedy, we are suffering the consequences now of that belief. When we destroy the Earth that supports each of us with its air, water, and soil, then we need to change the intention. That's why I went into finance—because we have to fix this thing. We made a major mistake; we have got a ladder up against the wrong wall, and we have to get our ladder up against the right wall and get everybody on Earth up that ladder because we have to restore the Earth that supports us instead of destroying it. That's why I focused on finance.

Imagine the power of co-creation when we use money as if it were love to build, not to destroy, to serve others too rather than to hoard it only for ourselves. Ultimately, I'd like to see these fifty conscious Wall Streeters be brought together in a consortium to co-create solutions globally. They could become a Special Forces Unit that informs all leaders of the world on economic issues. A think tank of sorts. They could create the new model of finance. My friend, Andrew Hewitt—creator of Game Changers 500, which takes the Fortune 500 idea and instead lists the 500 most purpose-driven organizations—recently suggested we put before them these questions: "What does the new model of finance look like? What kind of ecosystem will support it?"

Perhaps the new model of finance begins with crafting principle-based practices as well as principle-based regulation. I can remember during Occupy Wall Street seeing some finance people try to begin a dialogue with some of those in the Occupy movement to educate them on what issues really needed to be focused on. I'll never forget Peter Schiff, author of *How an Economy Grows and Why It Crashes*, patiently trying to educate the crowd, despite being yelled at, that it wasn't capitalism, but crony capitalism, that was the enemy, and how their movement and platform could be more successful if they understood that.

Now more than ever, it's time to hear from the conscious leaders in the finance industry. That is why I sought these fifty out. They have much to say and all of Wall Street needs to hear from them as well as the other conscious leaders in this industry. I want those who slumber in this industry to be roused awake, and those on the fence to come forward and begin the transformation of finance. My hope is that this book and these fifty will encourage a movement that will begin the creation of a new Wall Street. How? By encouraging more people to become aware of how they work and live. The philosopher, futurist, inventor, and global thinker, R. Buckminster Fuller, said, "If humanity does not opt for integrity, we are through completely. It is absolutely touch and go. Each one of us could make the difference." I hope this book will inspire more individuals to *make that difference*.

In David Whyte's book *The Heart Aroused: Poetry & the Preservation of Soul in Corporate America*, he opens with this quote from Irene Claremont de Castillejo:

Only a few achieve the colossal task of holding together, without being split asunder, the clarity of their vision alongside an ability to take their place in a materialistic world. They are the modern heroes . . . artists at least have a form within which they can hold their own conflicting opposites together. But there are some who have no recognized artistic form to serve this purpose, they are the artists of the living. To my mind these last are the supreme heroes in our soulless society.

You, reader, are that hero. The time has come for you to come forth and create the change you and the rest of the world seek for and from Wall Street. Together we can co-create this change by waking up, standing up, speaking up—first to our souls, then to our families and friends, then to our colleagues, our staff, our CEOs, and board members—about the way we run our firms. We can do this with our wallets in addition to our words and our choices.

How? It starts as everything does . . . with ourselves. We begin by waking up, by increasing our own self-awareness, and by developing our emotional and spiritual intelligence, and as our own consciousness and awareness expands we increase the level of it in our world. It is time for the conscious capitalists to take back Wall Street and the entire financial world. This is the time and we are the people.

It is better to light a candle than to curse the darkness.

—CHINESE PROVERB



The Wall Street 50, the Professors, and the Teachers of Consciousness

THE WALL STREET 50

In writing this book I interviewed over seventy people who either work or have worked on Wall Street, and I've slimmed those down to what I call *The Wall Street 50*. These fifty people are quoted on the following pages:

BILL ACKMAN, founder, Pershing Square Capital Management

DARA ALBRIGHT, founder, NowStreet

JOHN ALLISON, former CEO, BB&T Bank

JOHN BOGLE, founder, The Vanguard Group

JOSHUA BROWN, CEO, Ritholtz Wealth Management

ERIC CARANGELO, VP, State Street

FRANK R. CASEY, member of The Fox Hounds

GLEN DAILEY, Glen Capital Management

ROB DAVIS, founder, Hedge Funds Care, Help For Children

SUSAN DAVIS, founder, Capital Missions

CYNTHIA DIBARTOLO, founder, Tigress Financial Partners

AMY DOMINI, founder, Domini Social Investments

JONAH FORD, co-founder, Ceres Hedge

JOSEPH GRANO, founder, Centurion Holdings

ALEX GREEN, founder, The Oxford Club

ERIC GRESCHNER, founder, Regatta Research

OSWALD GRUBEL, former Group CEO, UBS AG

MORIIHIKO GOTO, founder, Goto Capital Markets Inc.

JANET HANSON, founder, 85 Broads

CARLA HARRIS, managing director, Morgan Stanley

HAZEL HENDERSON, founder, Ethical Markets Media

MAYRA HERNÁNDEZ, Grupo Financiero Banorte

R. PAUL HERMAN, founder, HIP Investor

MARLEE-JO JACOBSON, founder, SafeMoneyMetrics

ERIKA KARP, founder, Cornerstone Capital

BRAD KATSUYAMA, co-founder and CEO, IEX Group Inc

HENRY KAUFMAN, former managing director, Salomon Bros Inc.

DR. ANDREW KUPER, founder, LeapFrog Investments

SCHUYLER "SKY" LANCE, co-founder, SustainVC LLC

PETER LEEDS, founder and CEO, PeterLeeds.com

MISHA RUBIN (LYUVE), partner, Ernst & Young

MICHAEL MARTIN, trader and author

ROBERT MONKS, shareholder activist and author

MAKOTO OZAWA, trader, Fountainhead Capital

DEEPAK PAREKH, Chairman of HDFC

JOSEPH PERELLA, partner, Perella Weinberg Partners

ARNAUD POISSONNIER, founder, Babyloan

ANDREW H. PRITCHARD, Independent IB and Sales

BARRY RITHOLTZ, founder, Ritholtz Wealth Management

JAMES B. ROGERS, founder, Beeland Interests

ANDREW SCHEFFER, finance advisor, Buddhist monk

JACK SCHWAGER, author, *Market Wizards*

GEORGE SCHWARTZ, COO, Boston Private Bank & Trust

DON SEYMOUR, founder, DMS Offshore Investment Services Ltd.

AARON SMYLE, founder, Smyle & Associates

MICHAEL STUART, co-founder, Clark & Stuart

JASON APOLLO VOSS, content director, CFA Institute

SOL WAKSMAN, founder and president, BarclayHedge Ltd.

JOHN WHITEHEAD, former Co-Chair, Goldman Sachs

FRED WILSON, co-founder, Union Square Ventures

THE PROFESSORS

I interviewed these professors for Part I: Capitalism: A Defense. They articulate in a simple and compelling way how misinformed our corporations and educational systems are regarding capitalism. These professors speak to what capitalism was meant to be and what it originally hoped to achieve:

PROFESSOR MICHAEL PORTER, Bishop William Lawrence
University Professor at Harvard Business School

PROFESSOR LYNN STOUT, Distinguished Professor of Corporate
and Business Law, Cornell University

PROFESSOR CHRISTOPHER J. BERRY, FRSE Emeritus Professor
(Political Theory), Honorary Professorial Research Fellow,
School of Social and Political Sciences, University of Glasgow

PROFESSOR CRAIG SMITH, Adam Smith Lecturer in the Scottish
Enlightenment (School of Social and Political Sciences)
University of Glasgow

THE TEACHERS OF CONSCIOUSNESS

These teachers are featured throughout the book to assist the reader in understanding how to live and work more consciously while capitalistically:

PATRICIA ABURDENE, social forecaster and author of *Conscious Money*

PETER BLOCK, consultant and author of *The Answer to How is Yes: Acting on What Matters*

KAUILA CLARK, Hawaiian Kahu

ALAN H. COHEN, M.A., author of *The Dragon Doesn't Live Here Anymore*

CHIP CONLEY, author of *Peak: How Great Companies Get Their Mojo from Maslow*

RAPHAEL CUSHNIR, present moment awareness expert and author of *The One Thing Holding You Back*

RASANATH DAS, monk, former investment banker

DAVID HOULE, futurist, author of *Entering the Shift Age*

YASUHIKO GENKU KIMURA, founder of Vision-in-Action, former Zen Buddhist priest

CHARLES LAWRENCE, shaman

HIS HOLINESS SRI SRI RAVI SHANKAR, spiritual leader

DR. DAN SIEGEL, neuroscientist, author of *The Mindful Brain*

NEALE DONALD WALSCH, author of *Conversations with God: An Uncommon Dialogue*

All of these people were fascinating to talk to and I will introduce many of them in more detail in the pages that follow. My interviews

with these people were all extensive, lasting an hour or more, and the transcripts would fill many volumes. I have only provided the fundamentals of their words in these pages to illuminate the main points I wish to make. If I have left anyone or anything out, I sincerely apologize because you all led me to a better understanding of the topic of consciousness, capitalism, Wall Street, and how we can change finance and the world by living and working more consciously. All the interviewees were welcoming, gracious, and more than willing to share their knowledge and personal stories for the benefit of my readers and the world at large.





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KIM ANN CURTIN

Kim Ann Curtin is an author, professional keynote speaker, Executive Coach, and Founder of The Wall Street Coach. She helps C-Suite executives accelerate their personal and professional success through consciousness, to help them become as successful on the inside as they are on the outside.

Since the financial market crashed in October 2008, Kim has been working to build a more optimistic and sustainable vision for the finance industry. As The Wall Street Coach, Kim is a trusted advisor and consultant to executives, teams, conferences, and Fortune 500 companies, both in the US and across the globe.

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PRAISE FOR

TRANSFORMING A Conscious Path for a New Future WALL STREET

"There are a lot of good people on Wall Street, but the most notorious ones are known to the public for the wrong reasons. Every day, conscious capitalism faces resistance. We need more good people on Wall Street. This book sheds light on the good actors and provides readers with a toolkit to follow in their footsteps."

— **Brad Katsuyama, President & CEO IEX Group, Inc.**

"In *Transforming Wall Street*, Kim Ann Curtin strips away layers of justifications and misconceptions to provide us with the true essence of capitalism and how it can be consciously used to maximize human potential." — **Amy Domini, Founder of Domini Social Investments & Author of Socially Responsible Investing: Making a Difference and Making Money**

"Kim Ann Curtin's book reveals the truth that many business leaders already know in their hearts: business can be, and should be, a force for good." — **Professor Lynn Stout, Professor of Corporate and Business Law, Cornell Law School & Author of The Shareholder Value Myth**

"In her new book, Kim Ann Curtin delivers brilliant answers to the capitalist bashers and wolves of Wall Street alike." — **Oswald Grubel, Former Group CEO UBS AG**

"Through her interviews, Curtin defines what true capitalism can be and should be. She exposes the situations that have hindered capitalism, such as government interference in free markets, from fulfilling its potential for long-term prosperity for everyone. Well worth reading." — **John A. Allison, President and CEO of the Cato Institute, Retired Chairman and CEO, BB&T**

"Kim Ann Curtin has bravely faced facts in the much-maligned recent history of Wall Street and woven together interviews from some of today's most accomplished thinkers and players to create a brocade of strategies for conscious leadership that will, if implemented, make our financial power centers both successful and responsible again." — **Marshall Goldsmith, Author of the New York Times and global bestseller What Got You Here Won't Get You There**

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