Doug Rauch

Former President of Trader Joe's

Conscious Capitalism & Values-Based Leadership. Doug Rauch is a leader in the conscious capitalism movement, which looks at how four specific tenets—higher purpose, stakeholder integration, conscious leadership, and conscious culture—can build stronger businesses. He shares stories and case studies about how businesses need to focus on their purpose and leave profit as a result of good business practices—not a goal. Harnessing this higher state of business consciousness also reveals new synergies and leads to innovation that improves both companies and society as a whole. Rauch offers a bold defense of capitalism and a blueprint for a new system of doing business grounded in a more evolved ethical consciousness, paving a way for individuals and companies to build a more cooperative, humane, and positive future.

Creating A Culture of Innovation. How did Trader Joe's, a company that started as a 7/11 knockoff, become the hottest retailer in America? Through his experience at the popular grocer, Rauch has learned to be a master of innovation. With the mantra "innovate or die," he shows organizations how to consistently push for new and better ways to perform. The most important first step is instilling a culture of innovation. Rauch believes that culture is an organization's DNA—the only thing a company has that can't be copied or stolen and the most important factor in whether it can successfully innovate and lead change. In a multimedia presentation filled with great stories and case studies, Rauch shares how to create a self-sustaining culture of innovation that embraces failure and constantly pushes the envelope forward.

Building A Brand In A Top Marketplace. Rauch was instrumental in growing Trader Joe's from a small, nine-store chain in Southern California to a nationally-acclaimed retail success story with more than 340 stores in 30 states. In an energetic presentation filled with eye-opening case studies, he shows organizations how to focus their efforts on their core competencies in order to distinguish themselves from their competitors.