



FROM CHAOS TO CONSCIOUSNESS: EXTERNAL CHAOS
AND INNER CONFLICT - THE BANE OF HUMANITY

Exposed to the agitations of our age and against the backdrop of a wounded world - one marked with uncertainty, disconnection, and a collective sense of volatility that shows no signs of easing off - we are living through a defining moment in human history. The external chaos confronting us today is unrelenting: economic instability, geopolitical unrest, technological disruption, and social fragmentation. But equally pervasive and often less discussed, is the internal conflict this chaos provokes: moral ambiguity, personal dissonance, burnout, and internal crises.

It is intentional that the theme of the Conscious Leadership and Ethics Summit 2025 is "From Chaos to Consciousness." How do we navigate and explore solutions to the complex challenges that confront us today? To this end, we invite a new kind of conversation, one that doesn't seek to control the chaos or suppress the conflict, but to engage with it more deeply, more honestly, and ultimately, more ethically.

Traditional leadership models, rooted in control, competition, and compliance, were designed for a different, less chaotic time. They were shaped in eras where predictability was possible, where efficiency and authority trumped empathy and where personal integrity was often subordinate to bottom line outcomes. But today, we often do not reward that kind of leadership. We expose it.

What's emerging in its place is a new paradigm: one in which responsible leadership is as vital as strategic vision, where ethical clarity is as essential as operational agility, and where emotional intelligence is no longer optional - but foundational.

The soul searing conversations from global icons, humanitarians, conscious leaders and ethical advocates of governance is a pathfinder with the hope that a more conscious future is possible for those who understand that leadership is no longer about simply weathering the storm, but it is learning how to transform through it and to bravely choose to be courageous enough to lead from the inside out.

VIRTUAL AI PANEL DISCUSSION ON CONSCIOUS LEADERSHIP FROM ACROSS THE CENTURIES



WILLIAM
SHAKESPEARE

1564 - 1616



MARCUS
AURELIUS

121 CE - 180 CE



VIKTOR
FRANKL

1905 - 1997



LORD EDWARD
THURLOW

1731 - 1806



AKBAR
THE GREAT

1556 -1605

The evolutionary currents of technology and the the rapid and spectacular advances of AI are offset by the incalculable harm that accompany them and unless and until we find a way to restore balance and awaken to consciousness the technological geniuses - we will have to reap the consequences and bitter fruits of greed and destruction of basic human values.

However technogology and AI can be used hand in hand with consciousness for the betterment of humanity. For the first time ever, Conscious Companies and the Maximum Group bring to you a virtual AI panel discussion on conscious leadership faciliated by William Shakespeare with ancient wisdom from Marcus Aurelius, Viktor Frankl, Lord Edward Thurlow and Akbar The Great.

GLOBAL ICONS AND HUMANITARIANS SHARE THEIR WISDOM ON CONSCIOUSNESS



SRI SRI RAVI SHANKAR

Founder:
Art Of Living Foundation

Gurudev Sri Sri Ravi Shankar is a humanitarian and ambassador of peace and human values as the founder of the Art of Living Foundation. Throughout his life and work, Sri Sri has inspired millions around the world with a vision of a stress-free, violence-free world. He has designed programmes that provide techniques and tools to live a deeper, more joyous life. His non-profit organisations recognise human identity beyond the boundaries of gender, race, nationality and religion.



SRI PREETHAJI

Co-creator: Ekam - World
Centre For Enlightenment

Sri Preethaji is one of the most impactful transformational leaders and philanthropists of our time. She is an enlightened philosopher and mystic, who has led millions on a profound journey into consciousness, helping them to find meaningful purpose and awaken to their true nature. Her purpose is to awaken human consciousness from agitation to peace and from division to oneness. The vision is to create 80,000 enlightened people and 800 enlightened leaders on the planet.



MOHANJI

Founder: Mohanji
Foundation

Businessman turned humanitarian, Mohanji has dedicated his life to serving the planet. His purpose and vision is to unite the world with the highest values of love, kindness, compassion and selflessness. His belief is that humanity is the best religion for humans and its best practice is Ahimsa, or non-violence - in thoughts, words and actions, as well as unconditional love and selfless service towards fellow beings across species. He believes that our actions impact those who follow us.



KAREN BUCKLEY

Founder:
Communicore Consulting

Karen Wilhelm Buckley is passionate to create effective enterprises and bring forth the wisdom of leaders working toward a sustainable, caring, and regenerative world. She is a trusted advisor to senior executives and leadership teams, cultivating conscious leaders while recognising that navigating complex challenges begins with the self-aware leader's capacity for effective action from presence, adaptability, and wisdom.

IN PARTNERSHIP WITH:



IN ASSOCIATION WITH:



PARTNERS WITH PURPOSE - THEY ARE THE CHAMPIONS OF CONSCIOUS, EFFECTIVE LEADERSHIP

As we navigate the human condition in this time and space, and dance between the raindrops in search of conscious leaders, a few individuals have emerged with intentions beyond the set minimum requirements of acceptable collateral damage, aiming higher than optional ESG metrics and moving further than strategically brandable segments.

Leaders who operate with an innate sense of purpose to contribute meaningfully in their short lives, have successfully influenced us towards a direction of an inclusive us, without a them. Leaders with a purity of consciousness, guided by an internal, self-effulgent sensation of belongingness with the conscious leadership eco-system. These are some of our speakers, partners, associates and members.

FORCE FOR GOOD



RICHARD FIRTH
Chairman and CEO:
MIP Holdings

The driving force behind the innovative success of MIP Holdings is its visionary leader, Richard, who exemplifies impeccable leadership by integrating purpose and responsibility into business practices. An ardent supporter of conscious leadership, with a deep sense of commitment for the country and its people, he is driven to nurturing talent in the technology

space and is recognised as a role model for his ability to re-purpose existing technology as a force for change. Under his guidance, MIP, one of the world's few Fintech software engineering companies owning technology assets across healthcare, insurance, lending and retail, delivers technology modernisation and digital automation solutions.

The company's systems cover the lives of 24 million beneficiaries in SA and its social impact is at the heart of its culture. This includes running a software engineering internship that has trained and employed 579 engineers to date; leveraging its technology to build, deploy and maintain a digital platform for Tears Foundation, in an effort to combat gender-based violence; providing mentorship TO technology start-ups such as Matric Live, that is reinventing the way pupils learn and has over 400 000 users.

DOING THE RIGHT THING



LUBIN OZOUX
CEO: DUNLOP SA

Lubin embodies the conscious strands of creating business value through human values and infuses a deep sense of service in what he does. His exemplary approach, commitment to community development, dedication to sustainability, and a steadfast ethical compass have not only shaped Dunlop's success since his tenure as CEO, but have also set a

commendable example for the broader business community. He has carved a distinctive path through his leadership style, driving projects that resonate with a social conscience. Lubin's resolve to make ethically sound choices, even in the face of industry challenges, underscores his commitment to building a culture of trust and respect within the company.

Under his guidance, the company produces high-quality tyres that meet stringent international standards, ensuring road safety for millions. The ccompany's forte is empowering employees and aligning business practices with societal well-being through its education initiatives such as contributions that include new classrooms, a borehole to provide drinking water and sanitation as well as the supply of JoJo tanks and maths and science tutoring.



Nicolas Syz
Head of Wealth Management: Banque Syz,

A CULTURE OF INTEGRITY AND CLIENT-CENTRICITY

Nicolas embodies ethical leadership, championing a client-first philosophy and sustainable investment strategies. His vision blends the heritage of Swiss private banking with a modern commitment to responsibility, cultivating trust and enduring partnerships. Guided by the founding values of Eric Syz, he nurtures a culture of integrity and entrepreneurial spirit, empowering

clients to grow their businesses. The Syz family invests alongside clients in private equity and hedge funds, reinforcing a philosophy of shared success. By ensuring direct access to decision-makers, Nicolas delivers a truly personalised service, underscoring his unwavering commitment to transparency and long-term value creation.

CONSCIOUS ALCHEMY AND TECHNOLOGICAL INNOVATION

Slaven Gajovic is a resilient visionary who merges technology with the built environment to drive sustainable development in Africa. Through Smart Cities and Mega Projects, Maximum Group reshapes industries with ground-breaking innovations. Their world-class cybersecurity platform and in-house AI include power transformative initiatives, including renewable energy, water solutions, AgriTech, FinTech, and PropTech.

These innovations empower farmers, implement smart metering, and advance online education. Collaborating with African governments, the company builds engines of transformation, fostering education, connectivity, and community empowerment. Focused on creating opportunities, they leverage technology to generate jobs rather than replace them, aiming to create 100 million jobs while driving impactful economic growth.



Slaven Gajovic
CEO: Maximum Group

IN ASSOCIATION: CONSCIOUS LEADERSHIP IN ACTION



Merrick Abel
CEO: Primeserv Group

SILENT ACTS OF KINDNESS

Merrick's leadership style reflects a commitment to ethical practices and societal betterment. Despite the pressures and challenges of the economy, his silent and unruffled acts of kindness, seek in some small way, to alleviate social challenges during this time of uncertainty. Primeserv is a market leading integrated Business Support Services group - delivering a broad range of customised human capital related client-centric range of services and solutions. The company's enabling culture and commitment to service excellence underpins a purpose driven organisation that works to enable sustainable growth to ultimately enhance economic value. Merrick is driven in his focus on making a meaningful difference in improving organisational outcomes, through people, productivity, performance and purpose, while championing an environment that fosters responsible leadership.



Graeme Boake
Director: Boake Inc

PRINCIPLED LEADERSHIP

In an era of changing governance and compliance and the rapid evolution in the auditing space, Graeme Boake and Donovan Fraser of Boake Inc and their team are advocates for ethical management and principled leadership, and "doing the right thing" in all aspects of business. The company is dedicated to the business community with ethical standards and creative expertise, delivering quality accounting, auditing, tax and consulting services and providing clients with the resources and advice necessary to operate in South Africa and globally. Over the years, they have consistently supported Conscious Companies with diligence and guidance.

SPEAKERS AND PANELISTS EXPLORE CHAOS TO CONSCIOUSNESS



ADAM CRAKER
CEO: iqbusiness / Winner CC Awards 2018 / Programme Director

Programme Director Adam Craker is the 'activist CEO' of iqbusiness. The company is a digital integrator and a majority-owned subsidiary of JSE-listed Reunert Group. Adam is an ardent lobbyist for government and business collaboration, though he places the emphasis on education as the key ingredient to drive an inclusive future for all South Africans. He has forged strong partnerships including Jozi My Jozi.



PROF. SHADRICK MAZAZA
Founder: African Consciousness Institute Graduate School of Business: UCT

Shadrick is a physician, philosopher, international speaker and transformative coach. He has, for decades, taught consciousness and personal transformation at the Graduate School of Business, UCT. Grounded in his special interest of mind, brain and body, he founded the African Consciousness Institute to facilitate the raising of human consciousness required to deal with the challenges we face.



PROF. MERVYN KING
Patron: Good Governance Academy / Conscious Companies

Throughout his illustrious career, the King of Governance, Mervyn, has transformed the global business landscape thanks to his determination for business to report on society and the environment, not only on profit. From challenging the primacy of the shareholder to pioneering integrated reporting and an outcomes based code, his legacy continues to guide companies worldwide.



DR. JAN BELLERMANN
CEO: Conscious Leadership Academy

Jan is a conscious leadership international consultant, speaker, trainer and coach. He believes that consciousness is the most effective catalyst for successful transformation and supports the conscious evolution of executives, teams and organisations in dynamic and complex systems. This enables leaders to discover new perspectives to move beyond constraining thoughts and behaviours.



MICHAEL JUDIN
Partner at Judin Combrinck Attorneys Inc.

Michael is an unwavering champion of conscious leadership as non-executive Chairman of the Conscious Leadership Academy. He is also a non-executive director of the American Chamber of Commerce in South Africa and chairs their advisory board. As the Ethics Chair of the SA Medical Technology Industry Association and a member of the King Committee, he wrote the chapter on negotiation, mediation and arbitration for King III and was a member of the task team that wrote King IV and King V.



VIVIANA VAN AGTMAAL
Chief Representative Officer (SA): Banque Syz

Viviana has been an integral part of the conscious leadership ecosystem since its inception. In an era of changing governance and compliance and the rapid evolution of Fintech, she is an advocate for ethical management, principled leadership, uncompromised excellence, and 'doing the right thing' in the banking industry with conscious investing and spending. Banque Syz actively participates in a meditation programme for its employees



JACO MARITZ
CEO: SYSPRO

Jaco stands tall in his unerring sense of responsibility and accountability not only to the company but also to its people. A recipient of the Conscious Companies Awards in 2023, he is at the helm of SYSPRO, a leading global software provider specialising in key manufacturing and distribution industries. The company has recently been acquired by the Global Private Equity fund, Advent International. Jaco is committed to creating an environment where people matter.



LADY-LEELAI KPUKUYOU
Founder:Global Impact Consultancy

Leelai is a seasoned global trade leader and gender advocate with almost two decades of experience driving systemic change and empowering communities. She delivers cutting-edge strategies that unlock investments, mobilise resources, and empower leaders to navigate global challenges with precision, from shaping trade and foreign policy reforms to preparing governments for high-stakes global summits, like the United Nations General Assembly and African Union forums.



GURU KALI
Director: Agni Media Concepts / Conscious Leadership Academy

Guru has worked with consciousness as a catalyst for transformation, and has over two decades had a unique approach to neuroscience and consumer behavioural psychology to understand the impact of transformative processes on the human experience, engaging with various methodologies from around the world. He is passionate about advocating purpose, meaning and understanding of the human experience, through transformation of consciousness.



DR WILHELM LICHTENBERG
Specialist: Heart Surgeon
Founder: Young Hearts Africa (NGO)

Wilhelm is the winner of the Conscious Companies Awards 2023 in the NGO category. He turned vision into reality to save the lives of indigent children in need of corrective cardiac surgery in South Africa and offers a life-line to over 13,000 indigent children annually facing possible death due to congenital heart disease. He leverages the power of music to create awareness and to raise funds for the organisation.



KASHNIE NAIDOO
Founder & CEO: Crescent Compliance Solutions

Kashnie is a firm believer in leveraging technology as a catalyst for compliance evolution, seeing it as the future of the industry. Crescent Compliance Solutions is a CompTech provider committed to transforming compliance into a strategic advantage. With a vision to transform the field and a mission to shift compliance from burden to enabler, Crescent assists institutions to streamline and provide a single view of compliance processes.



NAZIH MUSTAPHA
CEO: BITALIAN / Board member: Int. Assoc. for Human Values (IAHV)

Nazih is a specialist teacher at the Art of Living Foundation. He was exposed to a war-torn Lebanon at a very early age which set him on a path of social and community work. At the age of 16, he became an active member of the Red Cross and has since dedicated himself to helping improve the lives of people and to cultivate unbiased love, patience and consciousness. His company is a premiere gateway to Italian luxury brands such as Natuzzi.

SPEAKERS AND PANELISTS EXPLORE CHAOS TO CONSCIOUSNESS CONTINUED...



HOOSAIN KARJIEKER
CEO: Mail & Guardian

Hoosain is considered a media industry veteran having spent close to 30 years in various roles at media organisations across the country. He is a robust supporter of conscious leadership and believes that the responsibility of the media industry cannot be understated and that ethical behaviour, truth and honesty are the pillars of a trustworthy media. That which is able to hold those in power accountable is why the M&G continues to be sustainable in a challenging industry.



MARC LUBNER
Executive Chairman: Afrika Tikkun

Marc is a leader with passion and purpose, who helps break the cycle of poverty, crime, and abuse by endowing young people with a sense of hope. Under his stewardship, Afrika Tikkun has made an indelible difference in the lives of young people by providing skills development and training. From early infancy into job skills training leading to employment, the cradle to career model has impacted thousands of young people in SA. Afrika Tikkun was recently honoured with the CSI Legacy Award for Best NGO.



DR. PEPE MARAIS
Founding Partner /
Group Chief Creative Officer: Joe Public

Pepe is a published author and a recipient of the Conscious Companies Awards 2018. His deeply transformational journey of consciousness drove him to focus on purpose and creating an organisation that serves the growth of its people, their clients and the country, through the greatness of creativity. His definition of success is to create an environment of harmony and joy, where the focus is on the well-being of people - growing them to achieve the highest levels of self-worth, honesty and excellence.

CALL FOR NOMINATIONS
CONSCIOUS COMPANIES
AWARDS 2025

The FINAL weeks for the call for nominations is upon us.

Conscious leaders have great power and a penetrating insight into humanity, driven by purpose and passion. We celebrate these courageous and visionary leaders.

The world does not just need more smart leaders - it also needs more conscious ones.

To nominate a conscious, ethical leader visit:
www.consciouscompanies.org

CLOSING DATE: MAY 31, 2025

THE COURAGEOUS CURIOSITY TO EMBRACE THE HIDDEN GIFT OF CHAOS

By Brenda Kali

We live in a time of extraordinary complexity. Technological acceleration, global uncertainty, climate change, social unrest, economic volatility; all swirling in a dizzying dance of disruption. And it doesn't stop there. Leaders today are not only navigating external crises; they're also wrestling with internal noise: decision fatigue, burnout, self-doubt, imposter syndrome and the heavy weight of expectation. So how do we move from this state of overwhelming anxiety and turmoil into a space of clarity, alignment, and purpose?

How do we shift from chaos to consciousness?

Chaos, by its very definition, is disorder and disruption. It's the breakdown of systems, structures, and stories that once made sense. But here's the paradox - like in Hindu cosmology, Shiva the Destroyer and Brahma the Creator (destruction and creation) - chaos is also the birthplace of creation. Every major transformation in nature, society, and spirit begins with disruption. The caterpillar destroys itself and dissolves before it becomes a butterfly, forest fires clear old growth to make space for new life and communities crumble before they awaken. So when we find ourselves in the eye of the storm, the question is not how to escape this, but to ask what is this trying to reveal. The first shift from chaos to consciousness starts with deep awareness embedded within the core of our beings. This is an internal one.

As leaders, we often try to fix everything out there. We push harder, strategise better and delegate faster.



Brenda Kali
Chairperson - Conscious Companies /
CEO - Conscious Leadership and Ethics Institute

However, unless we are anchored in a deeper internal clarity, our efforts become reactive rather than responsive. We chase symptoms instead of addressing causes. This is futile. When leaders find themselves in chaotic situations, they should just breath and ask themselves:
- What am I feeling right now and why?
- Where am I leading from: fear, survival or purpose?
- What stories am I telling myself that masks who I truly am?
- What am I in the world for?
This level of introspection is not weakness, it is wisdom. When we slow down enough to listen, not just to the world, but to ourselves, we begin to lead from intention rather than reaction.

I am an ardent admirer of Viktor Frankl who once said, "Between stimulus and response, there is a space. In that space is our power to choose. In our choice lies our growth and our freedom."

That space, the space to choose consciously, is what we are reclaiming when we pause in the midst of chaos. This is where true leadership lives. However, while inner clarity is essential in both internal and external chaos, the world still demands action. When external systems, economies, industries and institutions fall apart, it is tempting to cling to old models, to double down on control and to tighten our grip. But conscious leadership calls for the opposite: transparency, truth and responsibility. It also asks of us to listen attentively, to people, to data, to the patterns that are emerging beneath the noise. It challenges us to become visionaries, not just problem-solvers and to become architects of new systems, new ways of thinking and being.

This is where conscious leadership is born, not from rigid certainty, but from courageous curiosity. When you lead with consciousness, authenticity and internal power, you give others permission to do the same. Your calm becomes the anchor for your team, your courage becomes their inspiration and your presence becomes their mirror. This is not an easy path. It requires honesty, emotional resilience and a willingness to let go of who you have been as a leader in order to become who you are meant to be as a visionary.

That is the hidden gift of chaos!

WEALTH WITHOUT WORK, PLEASURE WITHOUT CONSCIENCE, KNOWLEDGE WITHOUT CHARACTER, COMMERCE WITHOUT MORALITY, SCIENCE WITHOUT HUMANITY, WORSHIP WITHOUT SACRIFICE, POLITICS WITHOUT PRINCIPLE - ARE THE SEVEN BLUNDERS OF THE WORLD.
- Mahatma Gandhi

IN PARTNERSHIP WITH:



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