



**PRESS KIT:**

***Becoming A Conscious Business* by Samuel P. Chin**

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## Author headshots and bio



**Samuel P. Chin** is the co-founder and chief process scientist for Cavi Consulting, a process science consultancy helping businesses to remove obstacles to energy flow and more effectively automate, scale and grow. *Becoming A Conscious Business* is his first book.

The process mapping language (Cavi Mapping Language) developed by Samuel has been adopted as the standard for multiple large enterprises across the world.

His work has also drawn greater attention to the relationship between nature conservation and business process improvement, and these two elements are both deeply integrated within the Cavi model.

Samuel has consulted for small-to-enterprise level companies across a wide range of sectors and verticals, including financial services, resources, legal services, media and digital services, in both the for profit and nonprofit domains. He holds an MBA from the University of Richmond, a B.A. from the University of Virginia, and is certified in Lean, Six Sigma, Change Management, and Project Management. He lives in Manhattan with his Cavalier King Charles spaniel, Kingsley.



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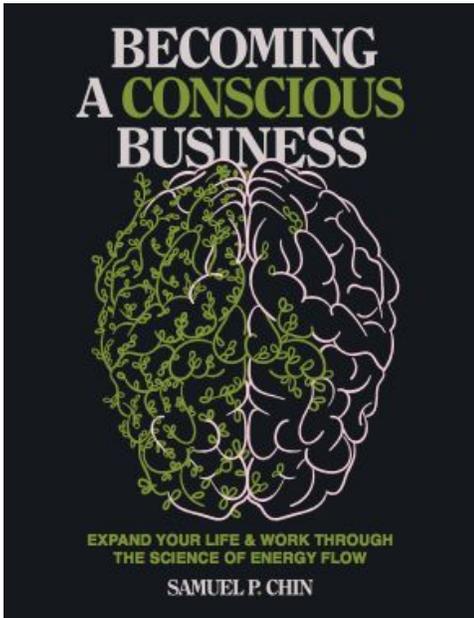


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## About the book



*Becoming A Conscious Business* describes a personal journey of study and enlightenment which led the author to a new paradigm for business: the discipline of process science. Process science is the study of the universal truths of energy flow and human consciousness, and the application of this knowledge to life and business. It sits at the intersection of science and spirituality.

The unconventional but simple framework for process optimization outlined in this book will revolutionize the way you live and work.

### What readers are saying:

"Sam uses his own personal journey in the work-world to identify patterns I see in mine."

"A well-constructed, systematic explanation of the flow of energy through nature, humans and finally businesses. ...Whether for personal or professional insight, this book provides valuable and applicable content."

"Sam has a unique way of tying together disparate scientific principles and analyzing their common threads. Though his background enables him to connect with an expert audience, the true gift is being able to engage anyone, regardless of prior scientific knowledge or understanding."

[from a Cavi Consulting client]: "[With this book,] Sam goes the extra mile to not only diagnose issues with my company's workflow but offer paradigm-shifting prescriptions for addressing them."

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*Becoming A Conscious Business* will be available on Amazon.com in Kindle and paperback formats from Tuesday, June 19, 2018.

Watch discussion videos for each of the book's three sections over on Vimeo: [Nature's Flow](#), [Human Flow](#), and [Business Flow](#). You can find an excerpt from the book (PDF) included in this press kit.



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## Sample Author Q&A

**Q: What inspired you to write *Becoming A Conscious Business*?**

A: "I felt I had figured out a lot of things over the course of my life thus far which had reduced my anxiety and made me more joyful, and I wanted to share what I had learned with others."

**Q: How is this book different from other books in this space?**

"A lot of business books focus on either the human, psychology side of things or the more technical, science and data driven aspect. This book integrates a lot of different threads: science, practical business experience, human psychology, biology, philosophy and even a little spirituality. The goal is to provide a holistic view of business as a living organism and as a natural next stage of the universe's continuous evolutionary process."

**Q: What authors inspire you?**

A: "Eckhart Tolle, particularly his book *A New Earth*, which changed my life. Frederic Laloux, who wrote *Reinventing Organizations*, which contains principles which I have integrated into my own work. But I have fairly eclectic reading tastes - one of my favorite series is *Naruto*, a *manga* graphic novel series by Masashi Kishimoto."

**Q: Why did you choose to self-publish?**

A: "Compared with a traditional publishing model, self-publishing allows me to move quickly, maintain alignment with my full vision for the book, and -- on a practical level -- is a more cost-effective approach given that this is the first book I've written. It also allows for a more grassroots approach to marketing the book, which is very aligned with the overall business model of my company, Cavi Consulting."

**Q: How do you think this book can help the reader?**

A: "Understanding the principles in this book empowers the reader to develop their process vision, and to disrupt negative (or simply ineffective) patterns of thinking which keep a person from accessing a state of flow; creating a life and work environment which is more peaceful, productive and enjoyable."

**Q: How do you feel about the experience of writing and publishing the book?**

A: "I am really excited to bring this book into the world, and my hope is for everyone who reads it to find more productivity and joy in their life and work."