

A Conversation with Charly Kleissner: Integrating Spirituality, Business, and Impact Investing



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The Enlightened Bottomline

**EXPLORING THE INTERSECTION OF
SPIRITUALITY, INVESTING, AND BUSINESS**



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I recently hosted my dear friend Charly Kleissner for an *Enlightened Bottomline* podcast conversation exploring the intricate connections between spirituality, business, and investing, revealing profound insights that challenge conventional thinking. Charly is a pioneering figure in the impact investing space.

The Spiritual Foundation

Charly began by emphasizing the importance of spirituality as the bedrock of impactful living. He posits that our individual impact is a direct expression of our soul, transcending mere thoughts and feelings. This spiritual awareness, he believes, is crucial in shaping not just personal actions but the trajectory of humanity as a whole.

Mindfulness and Universal Laws

Charly shared his personal practices, including meditation and yoga, which he uses to cultivate deeper awareness. He spoke of striving to integrate mindfulness into every aspect of life. Through these practices, Charly has come to recognize two universal spiritual laws: oneness and love.

The Impact Economy: A Path Forward

Charly introduced the concept of the “impact economy” as an alternative to traditional business models. This approach involves impact investors, impact entrepreneurs, and impact intermediaries to support conscious business practices. He sees this as a stepping stone towards what he calls the “deep impact economy,” which addresses systemic issues with a higher level of consciousness.

Rethinking Investment Theory

Charly critiqued modern portfolio theory and argued for a new investment paradigm that integrates impact, risk, and return, rather than treating social and environmental impacts as mere add-ons. This

perspective challenges the foundations of current investment practices and calls for a more holistic approach.

The Future of Impact Investing

Charly provided a concise overview of impact investing, distinguishing it from ESG (Environmental, Social, and Governance) investing. He emphasized that true impact investing goes beyond risk mitigation, aiming for positive, measurable change. As we concluded our discussion, I was struck by Charly's vision of a financial system transformed by heightened consciousness. He stressed the need for regulatory changes and a shift in public awareness to drive this transformation. While acknowledging the challenges, Charly's insights offer a compelling roadmap for integrating spirituality, business, and investing in service of a more equitable and sustainable world.

Please check out our podcast conversation here – <https://www.jenna-nicholas.com/portfolio-pages/podcasts>