

Managing Employee Activism



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Public Affairs Council Webinar
October 23, 2024







67%

of workers believe leaders have a responsibility to acknowledge social issues even when sensitive or controversial.

86%

expect CEOs to speak out publicly about social issues.

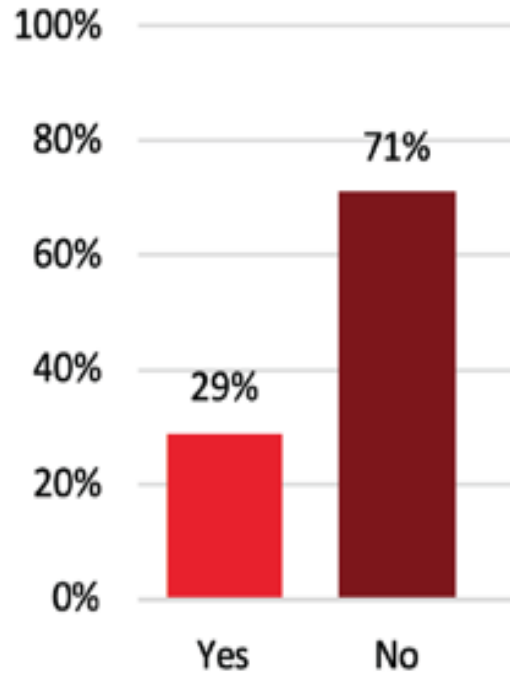
70%

of millennials agree that employees can have an even greater impact than the leaders who run their organizations.

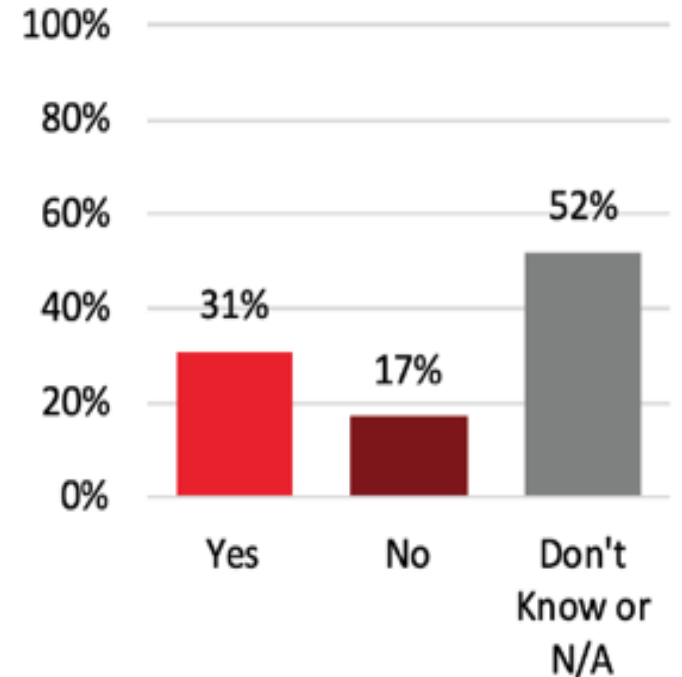
Sources: Weber Shandwick, Edelman Trust Barometer, Future of Work Report 2023

Is your organization prepared?

Have a policy regarding employee activism?



Support employees' involvement in activist groups?



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According to employees...

Top 5 issues employers should speak out on

- Consumer and employee privacy and data protection (77%)
- Equal rights and pay for men and women (76%)
- Access to education and job-skills training (75%)
- Diversity, equity/fairness and inclusivity (74%)
- Access to healthcare (68%)

Bottom 5 issues employers should speak out on

- Free and fair elections (46%)
- Voting rights and democracy (43%)
- Authoritarianism and nationalism (40%)
- Immigration, migration and refugees (38%)
- Terrorism, war and violence (38%)

Source: United Minds
Employees Rising 2024



Striking the balance

- Establish clear policies.
- Anticipate and manage risks.

Big questions

- Do we have a clear purpose for taking this position?
- What do we hope to achieve, and can we achieve it?
- Are the issue and our reason for speaking out aligned with our strategy, purpose and values?
- Have we fully thought through the risks of speaking out?
- Are our motives pure?
- What are others in our industry doing?
- Will our key stakeholders support our position?



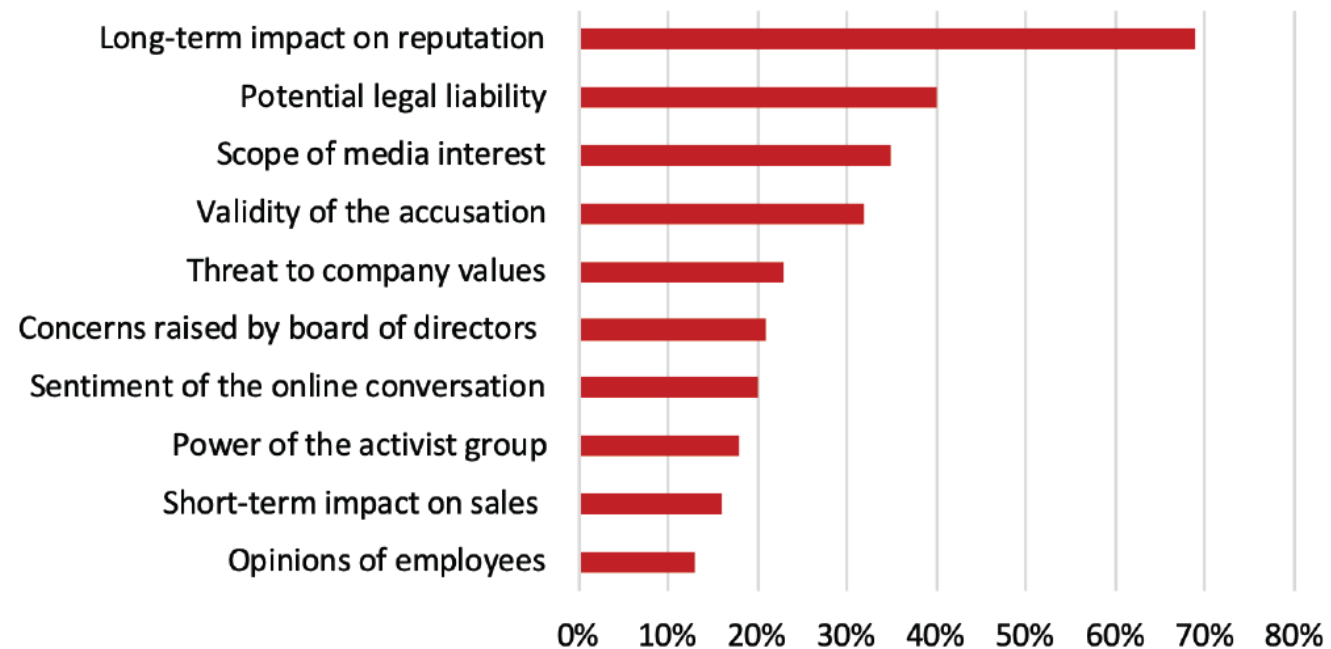
Striking the balance

- Establish clear policies.
- Anticipate and manage risks.
- Have a plan.
- Let values guide.
- Listen to employees.



Reputational damage is biggest fear

What factors most likely trigger your company or clients to respond to attacks from activist groups?



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