

# New Employee Activism

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40% of US workers at Fortune 1000 companies say a company's actions on societal issues impacts their decision to work there.

Company	Issue	Company/HR Response
<b>Nike</b>	<ul style="list-style-type: none"> <li>Sexual Harassment – anonymous survey goes viral</li> </ul>	<ul style="list-style-type: none"> <li>Removed 11 top execs including head of Diversity &amp; Inclusion, CEO apologizes to employees</li> </ul>
<b>Amazon</b>	<ul style="list-style-type: none"> <li>7600 employees sign a letter, 1500 walk out over company environmental impact</li> </ul>	<ul style="list-style-type: none"> <li>Jeff Bezos announces pact to follow the Paris climate agreement, will take a hard look at supporting politicians who are "active climate deniers"</li> </ul>
<b>Salesforce</b>	<ul style="list-style-type: none"> <li>Over 5k employees sign petition objecting to sale of facial recognition technology to U.S. Govt</li> <li>650 employees sign a letter, march in protest against company contract with US Customs and Border Protection</li> </ul>	<ul style="list-style-type: none"> <li>CEO hires first ever chief ethical and human use officer</li> <li>CEO refuses to end contract with US CBP..</li> </ul>
<b>Wayfair</b>	<ul style="list-style-type: none"> <li>Employee walkout objecting to furniture sale to ICE for detention center for minors</li> </ul>	<ul style="list-style-type: none"> <li>Proceeded with sale + Donation to Red Cross to help those in need at the U.S. border</li> </ul>

Sources:

Nike: <https://www.npr.org/2018/05/15/610445057/nike-sees-executive-departures-in-harassment-reckoning>

Amazon: <https://www.cnn.com/2019/09/20/tech/amazon-climate-strike-global-tech/index.html>

Salesforce: <https://www.forbes.com/sites/rachelsandler/2019/07/19/amazon-salesforce-wayfair-employees-stage-internal-protests-for-working-with-ice/#1455d74d3e94>

Wayfair: <https://www.forbes.com/sites/blakemorgan/2019/06/27/wayfair-employee-walkout-employees-look-to-employers-to-take-a-stance-on-social-issues/#50bac70e442a>

Continuation...

Company	Issue	Company/HR Response
<b>Google</b>	<ul style="list-style-type: none"><li>• Protest of contract with Pentagon: use of AI for better drone image interpretation</li><li>• 20,000 employees walkout protesting mishandling of sexual misconduct</li></ul>	<ul style="list-style-type: none"><li>• Decision not to renew contract with DoD, adopted new code of ethics on use of AI for weapons</li><li>• Concessions from management on the treatment of sexual harassment victims</li></ul>
<b>Microsoft</b>	<ul style="list-style-type: none"><li>• Blogs &gt;1000 comments openly questioning the value of diversity</li><li>• Email thread with allegations of unresolved sexual misconduct cases</li></ul>	<ul style="list-style-type: none"><li>• "Company does not tolerate discrimination of any kind."</li><li>• CEO announces a series of changes in internal practices and disclosure.</li></ul>

Sources:

Google: <https://www.vox.com/2019/4/23/18512542/google-employee-walkout-organizers-claim-retaliation>

Microsoft: <https://qz.com/1598345/microsoft-staff-are-openly-questioning-the-value-of-diversity/>

## Questions for discussion

1. Is this a fad or a generational change in workforce expectations?
2. What are you doing to prepare your HR teams and leaders? Are there actions you have taken to get ahead of negative sentiments going viral?
3. How does the power of social platforms change HR and the skills required?