



The Role of Business in Today's Social and Political Theaters

Originally Discussed: September 2021

Description: What is the role of businesses in today's evolving norms and social pressures? Is business the forum for social discourse/justice? Does jumping into such divisive conversations, by way of supporting or pushing back, help or hurt a business/help or hurt the social issue?

Estimated time: 90 minutes

(1) Getting acquainted and comfortable

5 - 10 min.

Welcome

- Thank you for coming...
- We are a part of The Great Reset, which was born out of a shift we're seeing in our country. We have been in a place where we don't tend to speak 'beyond our bubbles' and across perspectives. The Great Reset has been opening up a grey space for such conversations since 2018. You are now part of keeping the conversation going and we thank you.

The Pillars of The Great Reset

- To share our own thoughts and perspectives with humility
- To learn from others and listen with respect

Ground Rules

- Every comment is valid and deserving of respect
- We show respect by speaking one at a time, putting our phones on silent and staying engaged, even when we are not speaking
- In the interest of time, I may cut in to ask you to 'top-line' something if we need to move on. This means simply offer up a synopsis of your thoughts and speak in bullets, not paragraphs

Confidentiality

I would like a verbal from everyone that you are here of your own volition and out of respect for one another I would ask you to keep what others say in this room unless they give you permission otherwise. (go around and get verbal agreement). Further, you agree to adhere to the principles outlined already: to deliver your perspectives bound to the principles of respect, to **listen with humility and offer grace to others who are sharing this space.**

Personal Introductions



Please share your name, where you live, and something about you we couldn't google, or your favorite food, a show you binge watch, etc.).

*****Remember to ask to record and PRESS RECORD*****

(2) Purpose of businesses in general

10 - 15 min.

- What is the most important purpose or goal of a business?
- Do businesses have a purpose or responsibility beyond maximizing their owner's profits? If yes, what are those larger purposes or goals?

(3) Woke capitalism

15 - 20 min.

- In 2015 *New York Times* columnist, Ross Douthat, coined the term "woke capitalism," defining it as how companies signal their support for progressive or liberal causes in order to maintain their influence in society. Do you feel that this is a real thing?
- If woke capitalism is a real thing, why do you think these businesses are publicly stating their approval for progressive or liberal causes and positions? Are they being bullied into supporting progressive or liberal positions?
- Are these woke businesses also rejecting conservative causes and positions, and why? Are they being bullied into rejecting conservative positions?
- Given how polarized government has become, do corporations need to play a bigger role in helping us do what's right or is that playing with fire?

(4) Businesses on discrimination issues

15 - 20 min.

- Should businesses publicly weigh in on discrimination issues or causes such as dismantling institutionalized racism or Black Lives Matter or bathroom laws or religious freedom issues, and why or why not? Is weighing in on discrimination issues good for their business or not, and why or why not?

(5) Businesses on voting rights issues

10 - 15 min.

- Should businesses publicly weigh in on voting rights issues or causes and why or why not? Is this weighing in on voting rights issues good for their business or not, and why or why not?



(6) Closing comments

5 - 10 min.

- Any additional comments about the role of business in today's society?

Link to survey: <https://forms.gle/PmzA3ywmUY68Wb4s6>