Reinventing Corporate Purpose Communications Accelerate Community

June 16, 2021

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Agenda

- Reflections on Meeting 4
- The State of Corporate Purpose
  - State of the media
  - Speaking out
  - Rapid response
  - Case studies
  - Discussion
- Q&A

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Recap of Meeting 4

- The business sector is being called on to help change social dynamics. Communicators play a critical role in helping different audiences understand purpose.

- Purpose is a way to fill in the gaps of what may have been missed in the past. It's the next generation of mission/vision/values, to speak more broadly about why a company exists and how they operate.

- Difference between purpose and mission/vision:
  - **Mission** is what the company wants to do
  - **Vision** is what the company wants to be
  - **Purpose** is why the company is doing what it's doing

- FSG/Shared Value Initiative **Purpose Playbook** is grounded in an intuitive framework
  - Leading with Purpose: a reason for being that guides a company every day
  - Culture: unique to each company. It may help or hinder purpose aspirations
  - 9 practices nest in Strategy, Operations, and People

- While purpose is often thought of bringing intangible value, we need to recognize that it can have tangible value that can measured and managed.

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State of the Media

Source: https://f.hubspotusercontent40.net/hubfs/4272994/State%20of%20Journalism%202021/ebook-%207%20immediate%20actions%20to%20take%20from%20MR%20state%20of%20journalism%202021%20%20.pdf

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State of the Media

Do you generally see your relationship with PR teams and people at PR agencies as:

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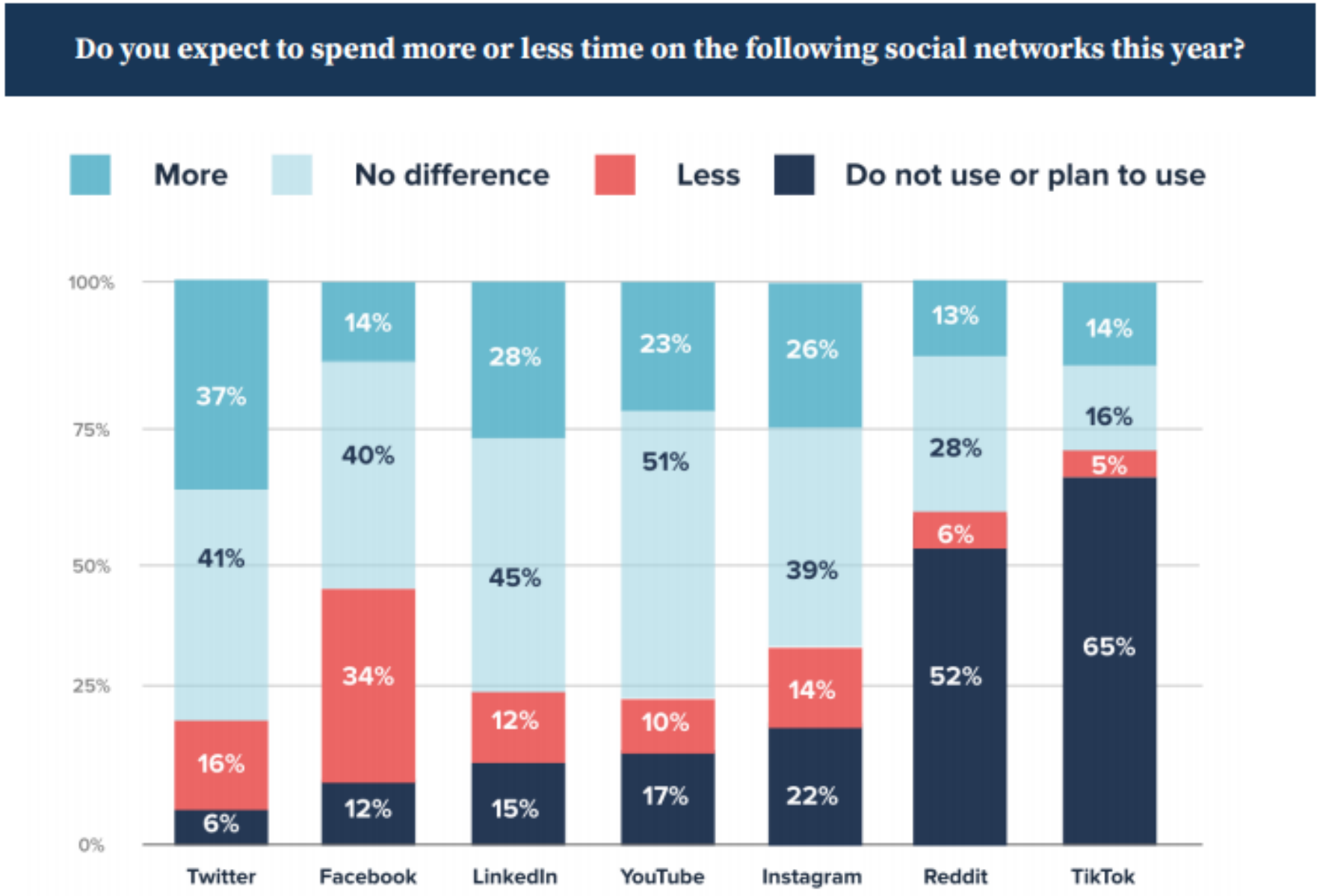
Social Media



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CECP's When and How to Speak Up

- What are your company's purpose and values?
- What issues matter to your company and its stakeholders?
- Should the company respond?
- How to take action: what are your options?
- Success or backlash?
- What's next?

https://cecp.co/when-and-how-to-speak-up-how-companies-can-communicate-their-corporate-purpose/

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Rapid Response

- Issue brough to your attention
- Teams connect to assess
- ID and share external resources
- Create issue briefs
- Integrate new learnings into PD/DEI trainings
- Post a statement; reiterate beliefs

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Case Study: Pride

- More than **40%** of LGB people experience **conflict at work**; **55%** for transgender and nonbinary staff, compared with 29% for their heterosexual colleagues.
- Pride-washing, explosion of pride campaigns
- Look internally first
  - Part of DEI work: support, allyship, resources, ERG; hiring LGBTQ, diverse, disabled people

Source: https://www.fastcompany.com/90642339/5-easy-ways-to-help-lgbtq-staff-feel-like-they-belong-in-the-workplace

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Case Study: Pride

- Authenticity:
  - show support, give back to LGBTQ orgs, join movement (not join a moment), not just pride month (all year round), use influence to spotlight issues, fight for inclusion
- Devastating year for transgender community, anti-LGBTQ legislation, especially youth (sports), murders of transgender women

Source: https://www.prnewsonline.com/video-spencer-harvey-communications-manager-at-glaad-on-pride-2021-lgbtq-messaging-and-advocacy/?oly_enc_id=8919F6592789A7C

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Case Study: Pride

- GLAAD's media reference guide
- NPR's guide to gender identity terms
- The Gender Spectrum Collection, a collection of free stock photos featuring 15 trans and non-binary models
- The Opportunity Agenda's ten tips for putting intersectionality into practice
- World Wildlife Fund's Pride statement

"To help celebrate the month, our *We're Here* employee resource group created a nature-based interpretation of the modern Progress Pride flag. It reminds us that nature is colorful and teeming with diversity and that we should all embrace and celebrate the diversity inherent among people and in nature."

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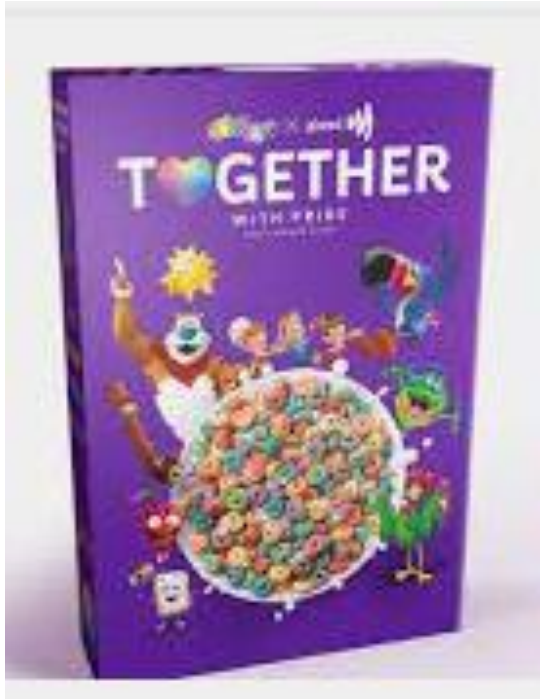
Kellogg’s

- **Kellogg’s**: Together with Pride cereal, education tool about pronouns



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Skittles

- **Skittles**: LGBTQ artists/murals around country, positive messaging, resources of how to support on microsite

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P&G

- **P&G**: Visibility Project, framework for marketing, meet demands (1.8% ads depict LGBTQ, 18% identify as LGBT (not q), don't use stereotypes

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Case Study: Pride

- A Popular Information investigation found that 25 major corporations have spent more than $10 million since 2019 supporting members of Congress with a zero rating on the latest Congressional scorecard produced by the Human Rights Campaign (HRC), the most prominent LGBTQ rights organization in the United States.
- These same corporations have also donated hundreds of thousands of dollars to state legislators who have sponsored anti-trans legislation this year.

Source: https://popular.info/p/corporate-pride-political-donations

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Case Study: Anti-Semitism

- The past month has seen an outbreak of anti-Semitic threats and violence across the US
- During the clashes in Israel and Gaza, ADL collected 222 reports of anti-Semitic harassment, vandalism, and violence in the US, compared with 127 over the previous two weeks. 1,200 in the past year, up 10% from last year.
- Many of the most recent incidents have come from people expressing support for the Palestinian cause and criticism of Israel's government.

Source: https://www.nytimes.com/2021/05/26/us/anti-semitism-attacks-violence.html

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Case Study: Anti-Semitism

- Educate yourself about anti-Semitism, particularly the “new anti-Semitism” (anti-Semitism comingled with the demonization of Israel)
- Donate money to and support organizations that fight anti-Semitism
- Support employees through ERGs, discussion groups, resources (ADL)
- Specifically reference anti-Semitism in anti-discrimination policies and statements
- Join days of action/remembrance

Source: https://cdn.fedweb.org/fed-104/309/Responding%2520to%2520Antisemitism%2520.pdf
https://www.adl.org/education/resources/tools-and-strategies/antisemitism-today

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Case Study: Anti-Semitism

Where are the allies?

"The sense, perhaps, is that Jews don't need allies. That isn't true: it never was.“ **Author David Baddiel**

“These attacks are despicable, unconscionable, un-American, and they must stop. I will not allow our fellow Americans to be intimidated or attacked because of who they are or the faith they practice. We cannot allow the toxic combination of hatred, dangerous lies, and conspiracy theories to put our fellow Americans at risk.” **President Biden, May 28, 2021**

https://www.npr.org/2021/06/07/1003411933/antisemitism-spikes-and-many-jews-wonder-where-are-our-allies

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Discussion

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Next Steps

- Meeting Schedule
  - August 18, 2:00 p.m. – 3:30 p.m. ET
- 1:1 Support
  - 8 hours virtual strategic advisement consulting hours
- End Deliverable
  - Corporate purpose communications assessment

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