

When + How to Take a Stand: Shaping an Authentic POV on Pressing Issues



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We'll Be Discussing

When + How to Take a Stand: Shaping an Authentic POV on Pressing Issues

- 01 Context
- 02 Prepare, Decide, Act Model
- 03 Discussion
- 04 Key Takeaways

Gender Equity Data Privacy and Security Standardized Testing
Censorship Education Reform Border Security
Factory Farming Mental Health
Environmental Justice
LGBTQIA+ Advocacy Preserving Democracy
Disaster Relief Transgender Rights
Immigration Social Media Regulation Drug Legalization
Universal Healthcare Police Reform Abortion
Genetic Engineering Animal Testing Racial Justice
Pay Equity Gun Violence Student Loan Debt Fracking
Climate Change Social Justice
Employee Well-Being Gender Gap Sustainability
Veteran Care Voter Suppression

Action Model

What's the role of social impact professionals?

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STRENGTHENING BUSINESS + IMPACTING SOCIETY

Emerging Issue Action Model

Prepare

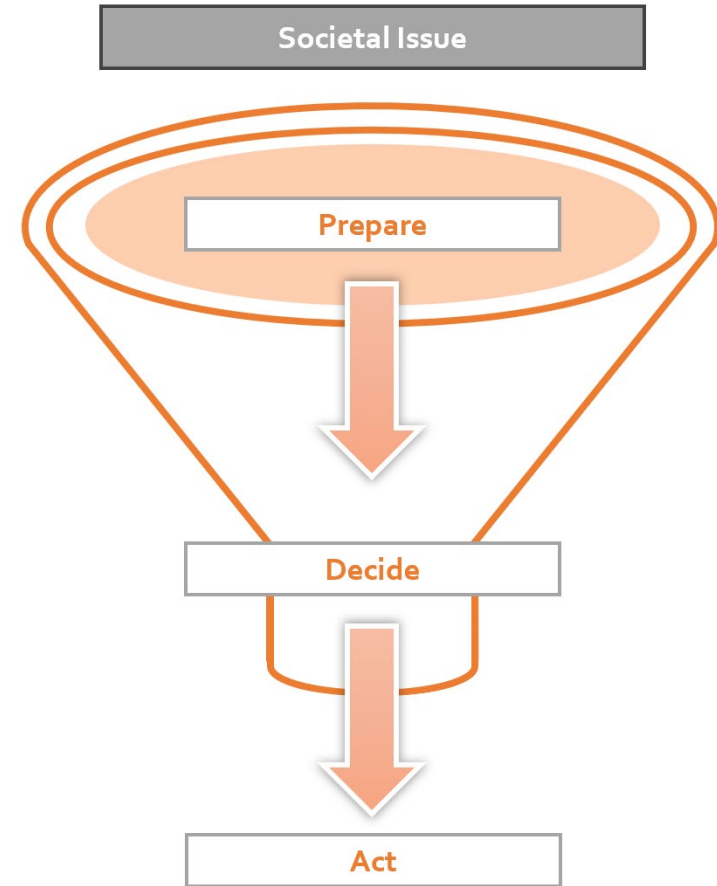
- ✓ Know your business strategy + brand
- ✓ Dig into your purpose, mission + values
- ✓ Map your stakeholders + their expectations
- ✓ Identify the issues core to business + brand
- ✓ Know your issues cold!
- ✓ Create a customized decision tree

Decide

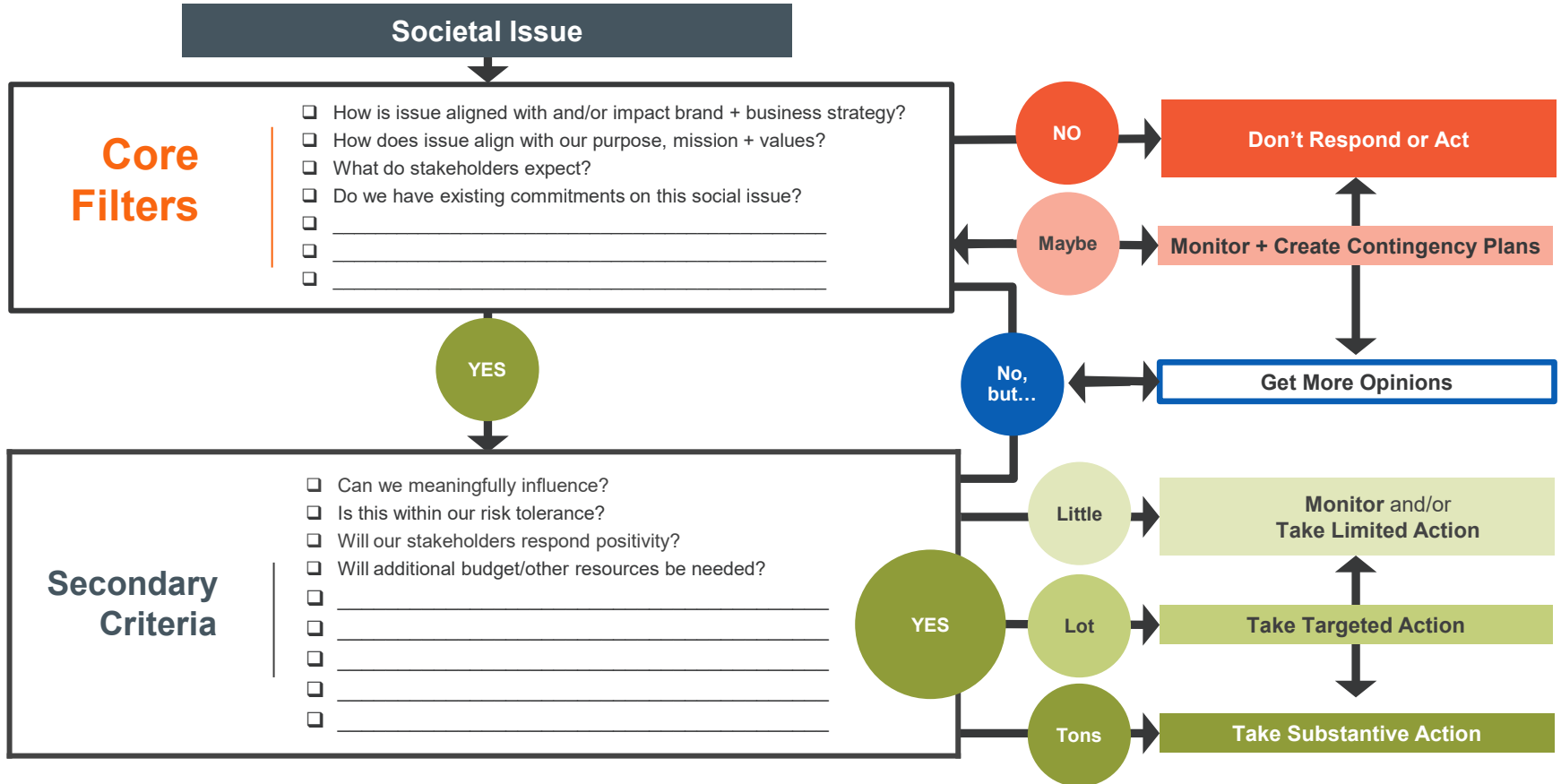
- ✓ Apply decision tools + expertise
- ✓ Practice
- ✓ Determine the right response for each situation

Act

- ✓ Develop a clear POV around the issue(s)
- ✓ Apply decision tools + expertise
- ✓ Gather allies to support your response
- ✓ Align with current social impact initiatives
- ✓ Activate appropriate communications



Tip: Create a Social Issue Decision Tree



Tip: Prepare an Action Menu

Tier	Whose Impacted	Actions Menu
1 <input type="checkbox"/> Substantive Action	Impacts critical mass of national or global stakeholders	<input type="checkbox"/> Messaging (Internal + External) <input type="checkbox"/> Grantmaking + Corporate Aid <input type="checkbox"/> In-Kind Product + Expertise Support
2 <input type="checkbox"/> Targeted Action	Impacts a specific population of stakeholders	<input type="checkbox"/> Signature Program Development + Activation <input type="checkbox"/> Fundraising <input type="checkbox"/> Employee Engagement + Assistance
3 <input type="checkbox"/> Limited Action	Impacts a small number of stakeholders	<input type="checkbox"/> Trainings + Awareness <input type="checkbox"/> Internal Policy Changes <input type="checkbox"/> Advocacy + Public Policy
4 <input type="checkbox"/> Monitor	Has potential to impact stakeholders and company in future	<input type="checkbox"/> Coalition Formation + Participation <input type="checkbox"/> Others

Thank You



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