



Speak Now or Forever Hold Your Peace: Should Companies Take a Stand on Social or Political Issues?

Description: Black Lives Matter. Trade policy. Immigration. Over the last four years, companies have been under pressure from their constituencies — employees, customers, investors, and the communities in which they operate — to take a public stand on high-profile political and social movements. According to research from the Edelman Trust Barometer, 54% of employees globally believe that CEOs should speak publicly on controversial political and social issues they care about. Similarly, 53% of consumers agree that every brand has a responsibility to get involved in at least one social issue that does not directly impact its business.

This panel will explore questions such as: What does this sea change mean for organizational leaders in terms of addressing social issues, particularly political ones? What risk and legal issues should be considered? And what are the best practices for companies considering taking a stand?

Reference Materials:

- [Business and Politics: When Should Companies Take a Public Position?](#)
- [Brands Can No Longer Be Neutral](#)
- [When should business take a stand?](#)
- [Companies Can't Avoid Politics — and Shouldn't Try To](#)
- [Companies Are Facing More Social Pitfalls Than Ever. What's a Forward-Thinking Board to Do?](#)
- [Why corporate America is afraid to talk about abortion](#)
- [Tech companies face a legal nightmare if Roe v. Wade is overturned](#)
- [On Roe v. Wade, big companies already have a precedent for effective action](#)
- [Mark Zuckerberg banned Meta employees from talking about abortion](#)
- [Business and Roe v. Wade](#)
- [How And When CEOs Should Address Hot-Button Political and Social Issues](#)
- [New Research Explains What Triggers Corporate Action on Social Issues](#)
- [Taking a Stand Does it pay for companies to take positions on politically charged issues?](#)
- [An abortion or a job? Companies and investors are forced to weigh in on the Roe v. Wade debate](#)