**Class Activity**

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In November 2019, Google fired four employees involved in internal activism. These employees had led internal action opposing Google's decision to accept security-related contracts with the U.S. government. Google claimed that these employees' actions breached its data security policies and code of conduct. Google has struggled to contain the fallout associated with employee-relations issues. Sundar Pichai would need to decide how to win back employee trust without jeopardizing Google's unique culture. Workplace culture could also affect a company s financial performance, according to research. Google co-founders Larry Page and Sergey Brin's founding principles were central to the company's early culture. The phrase "Don't Be Evil" became a central feature of Google's code of conduct. Google sought out candidates who embodied its values through intangible traits, called "Googleyness". Google's TGIF meetings gave employees the opportunity to question-and challenge-company. By 2019, Google had become a tech giant operating as a search engine, advertising service, and email platform. Some observers argue that limited diversity in tech was the result of a "pipeline problem". One school of thought held that cultural issues in tech had created a hostile workplace environment for women and underrepresented minorities. Others attributed the lack of diversity in tech to the belief that success in tech depended not on collaboration, but rather "almost entirely on innate genius". Google's culture of employee speech had become increasingly difficult to navigate. Some external observers believed that Google's focus on Googleyness had detracted from diversity efforts. Hiring based on culture fit could be problematic for diversity efforts, as it could make interviewers more inclined to select candidates similar to the majority of other employees. Google co-founder Sergey Brin urged his emplovees to empathize with colleagues across political and ideological lines. Googlers had publicly expressed their opinions on political issues. In November 2017, Google fired a transgender engineer for violating the company's code of conduct. After the Tankard 2017 announcement of a U.S. travel ban on citizens from seven Muslim-majority countries, which included a short-term suspension of refugee admissions, some Googlers staged a walkout at corporate headquarters. Google's CEO, Sundar Pichai, has vowed to reject projects that integrate AI into weapons or other potentially lethal technologies. In May 2018, about a dozen employees quit in protest of Google's contract with the U.S. Department of Defense.