

## OVER 40% OF MILLENNIALS STATED THEY'D REMAIN LOYAL TO AN EMPLOYER WITH AN ACTIVIST CEO.

This represents a higher share than the portion of top-level managers and older employees who feel they can single-handedly foster change. Today's young workers are operating with a supreme sense of empowerment, making activism on the job natural for them.

Activism for younger, junior employees also looks a bit different from managerial activism. First off, workers can seek employment at companies that fit their values. A recent survey found that job candidates are more likely to apply for a position at a company whose CEO has spoken out about a social issue instead of a company with a silent leader. Over 40 percent of millennials stated they'd remain loyal to an employer with

backlash since it'll be impossible to make everyone happy. Think about how you'll react when some employees or customers express that they're feeling excluded. Last but not least, remember what you're jeopardizing if you stay silent. Saying nothing can be viewed as tacit complicity, and you or your company can face protests, boycotts or a dip in sales if you don't get you views out there.

### Woke Workers

When it comes to activism in business, most of the attention has been given to executives. That doesn't mean employees at all levels of a company's hierarchy can't voice their points of view or spark broader social change. In fact, since CEOs and upper-level managers tend to be older than employees working in junior positions, they're more likely to be out of touch with social media and may be unaware of the power a single tweet can have. In several companies, it may be solely up to younger, less seasoned team members to take a stand on an issue.

A 2020 survey from Deloitte found that a minority of millennials and Gen Zers believed businesses actually had a positive impact on society. Specifically in the United States, over 70 percent of employees felt that they could bring about meaningful, fruitful, societal change.

backlash 'bakɪʃ ɡwaɪtəwɪ sproʃiʃ  
93 excluded ɪksklʊdɪd wɪjəʒəwɪ (np. z czegoś)  
94 last but not least, ..., last bet not list ostatni,  
95 lecz równie ważny (z wymienionych)  
96 to jeopardize sth to ʒəpəˈdæzɪz, ˈsəvɪŋ narazić  
97 tacit ˈtæst mɪlɪtɔrɪ, cichy (np. przyzwolenie,  
98 complicity kəmˈplɪsɪtɪ wɪspółodpowiedzialność  
99 boycott ˈboɪkɒt bojkot  
100 dip in sth dɪp ɪn, ˈsəvɪŋ obniżenie czegoś,  
101 gwałtowny spadek w czymś  
102 woke wɒk ˈswɪdəwɪ (np. zagadnienie  
ekologicznych, duchowych, zdrowego życia  
103 itp.) (pot., slang.)  
104 when it comes to sth wen ɪt kʌmz ˈtə, ˈsəvɪŋ  
gdyl/jeśli chodzi o coś, mówiąc o czymś  
105 hierarchy ˈhɪərərki ˈhɪərəʃiə  
106 to spark sth ˈtə spɑːk, ˈsəvɪŋ zapoczątkować  
coś, wznieść  
107 upper-level ˈʌpə(r) ˈlevl wɪjəʒ ˈwɪjʒszego szczebla  
(np. menadżer)  
108 junior position ˈdʒuːniə(r) ˈpəzɪʃn stanowisko  
niższego stopnia  
109 out of touch wɪθ sth aʊt əv tʌtʃ wɪθ, ˈsəvɪŋ  
oderwany od czegoś (np. rzeczywistości)  
110 unaware of sth ˌʌnəˈweə(r) əv, ˈsəvɪŋ  
nieświadomy czegoś  
111 solely ˈseʊli wɪjəʒ ˈwɪjʒszanie  
112 to be up to sb ˈtə bi ʌp ˈtə sb ˈtə ˈsəmbədɪ zależeć od  
kogoś  
113 seasoned ˈsiːzənd ˈdəʊwɪdəwɪ, wɪtrawny  
survey ˈsʌveɪ bəˈdaɪnɪ, sondaż  
114 minority maɪnɔrɪtɪ mɪnɪjəʒɪsɔʃ

NAME: Lloyd Blankfein  
COMPANY: Goldman Sachs  
PET CAUSE: LGBT rights

'pet cause pet kɔːz ɪˈdeə fɪks, kwestia (np.  
spółeczna), którą ktoś zajmuje się lub  
w którą ktoś jest mocno zaangażowany

114 millennials mɪˈlenɪəlz mɪlɪnɪəlsɪ (pokolenie)  
115 Gen Zers dʒen ˈzede(r)z ɒsɒbz z pokolenia z  
(urodzone już w XXI wieku)  
116 society ˈseɪsəti ˈspɒtʃəsɪstwɒ  
117 specifically spɪˈsɪfɪkəlɪ ˈʃʃzɛɡɔfɒwɒ,  
konkretnie  
118 to bring sth ˈbɪŋ ˈtə bɪŋ, ˈsəvɪŋ ˈəˈbaʊt  
spowodować coś, przynieść  
119 meaningful ˈmɪnɪŋfʊl ˈɪstəʊtɪ, mǎjǎcy ˈznaczenie  
120 fruitful ˈfruɪtʃʊl ˈɒwɒnɪ  
121 societal ˈseɪsəti ˈspɒtʃəsɪ  
122 proportion prɒˈpɔːʃn ˈɒdsɛtɪk, percent  
123 single-handedly ˈsɪŋɡlɪˈhændɪdli w pojedynkę,  
samodzielnie  
124 to foster sth ˈtə ˈfɒstə(r) ˈsəvɪŋ krzewić coś,  
rozwijać  
125 supreme suːˈprɪm nǎjwɪjʒszy  
126 empowerment ɪmˈpʌwəmənt ˈwɪjʒszzenie  
127 managerial ˌmænǎˈdʒɪəriəl kɪerowɪnɪtɪ  
128 first off, ..., ˈfɜːst ɒf pɒˈfɪəwɪszɛ...,  
129 to fit sth ˈtə fɪt, ˈsəvɪŋ pasować do czegoś  
130 to apply for sth ˈtə ˈeɪ plʌɪ fɔː(r) ˈsəvɪŋ  
zaaplikować o coś, złożyć wniosek  
131 to state ˈtə steɪt ɒswɪədətɪtɪ  
132 to remain ˈtə rɪˈmeɪn pɒzɒstəwɪtɪ

Famous Activist CEOs

