



CEO NEWSLETTER

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JOIN THE WORLD OF SOCIAL CEOs - PREPARE YOURSELF FOR THE FUTURE!

Dear CEO!

Are you practising CEO activism? If not, think about starting with it. There are a lot of benefits if practised in the right way, with the perfect mixture of empathy and communication skills. CEO activism can strengthen the company's brand and attract new clients and employees.

When CEOs share their political, social, and economical beliefs and opinions and instigate actions based on them, it resonates with customers, employees, and other stakeholders. Take the example of **Disney CEO Bob Iger** who canceled a popular American show Roseanne after the star of the show made unfavourable remarks about President Obama's top advisor, Valerie Jarret. The move was not just viewed as damage control but received positive press as an example of moral leadership. Studies have shown that 81% of employees think that their CEO should take a stand and speak up about relevant issues.

Raising media attention – CEO activism gets a lot of media attention. This can work either positively or negatively to impact the company's brand image. For instance, Dick's Sporting Goods stopped selling AR15s after a school shooting in the USA and this earned the CEO Ed Stack a lot of flak from the National Rifle Association which is a powerful organisation that impacts politics in America. There have been several positive outcomes as well, for even a year later, the company is still in the news for their continued tough stance against selling guns to young people and their shares have risen by 20%.

Reinforce corporate values – Today, CEOs are using their corporate values as a take-off point to focus on the issues they espouse. Brian Moynihan, CEO of Bank of America states, "Our jobs as CEOs now include driving what we think is right. It's not exactly political activism, but it is action on issues beyond business." In fact, companies that don't take a stand today are considered lacking authenticity which affects brand positioning.

More engaged employees – When a CEO talks about LGBTQ rights, for example, International Women's day, or other hotly debated topics, people will listen. Among employees, most of whom are millennials, this builds a sense of loyalty and pride towards the organization. Since collective action has a greater impact, CEOs who raise awareness about issues are remembered better, which in turn embellishes the company's brand story. Look no further than Apple's Tim Cook for LGBTQ rights and Marc Benioff of Salesforce for prime examples.

CEOs are the face and the voice of a company and they continue to take on important social issues by writing opinion pieces or pushing their economic influence by funding political and activist groups or simply

taking their businesses elsewhere.

Do you still have doubts about practicing CEO activism? Talk to me.



Kind regards,
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Social CEOs of the month who impressed or amazed us



Each month we will select two Social CEOs impressing us with the practise of "Sociability."

 **Sandro Haag** · 2nd
Gründer YEP | E-Commerce | SEA (Google & Bing...
2h · 🌐

Ich und meine Frau Tamara haben gestern privat eine Putzfrau eingestellt

Eigentlich nichts spezielles oder aussergewöhnliches.

Aber..

Die liebe Frau verlangte als Stundensatz gerade mal 15 Franken.

Wir wussten natürlich, dass der "normale" Stundensatz irgendwo bei 25.- liegt.

Wir hätten der Frau einfach die nur die 15 Franken zahlen können und wären fein raus gewesen.

Aber das wäre nicht richtig! 🙅

Wir haben Ihr von uns aus trotzdem 25.- pro Stunde bezahlt.

Was wir damit sagen wollen: Jeder Mensch sollte mit Respekt behandelt werden. Nur weil jemand nicht "verhandeln" kann oder auf den Job angewiesen ist, sollte man dies nicht ausnutzen!

CEO of the month Sandro Haag

 **Cyril Samovskiy** · 1st
Founder and CEO, Mobilunity
53m · 🌐

It's been accurately 1 year since Mobilunity turned into "mostly remote" mode coz of COVID - I perfectly remember March 16, 2020 when the decision was made on a corporate level to make an urgent shift to remote mode, next day.

Since then, we got used to the new real. Last summer, staying all homes being in hard lock down, we had a video made of home-shot pieces. A famous Ukrainian rock band Mad Heads' hit, "A Hope Is There" was chosen as our background tune. A resulting video was then seen by the band's leader Vadim who could not stay away of our initiative and sent us a video greeting as well. Which has then added to the actual video I attach now.

The song says,
No matter how bad and how twisted, there is always a Hope By Your Side.

I wish you all fast world's recovery from Covid19, and even though there are contradictory news coming from misc sides of the planet, humanity has proved its ability to make a focus on something that is important, and current vaccination effects are the best proof of The Hope that is on Our Side.

Have a great day, and Stay Safe!



CEO of the month Cyril Samovskiy

This post by Sandro Haag is questionable. In a time of a pandemic and many economic, personal and mental health challenges, he reports on LinkedIn about hiring a cleaning lady. He positions himself as "patronizing" by raising her hourly rate. A little more empathy would have been more appropriate. Especially at this time, one should be careful with such statements. Therefore, a clear NO to this post.

This post by Cyril Samovkiy is full of empathy and authenticity. It reflects that he is very moved by these challenging times. Our Social CEO of the Month.

OFFERINGS

ExecutivePR offers personal, comprehensive advice and strategies specifically for the unique needs of the Social CEO. Unlike other PR firms who produce communications focused on the shareholders, we offer extensive communications, as well as implementation plans geared towards the "Social CEO."

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IN THE NEWS

FT

The CEO whisperer: 'Every leader needs a fool'

CEOs are increasingly challenged when it comes to COMMUNICATION. Acute crises, market volatility, digitization, and a rapid-fire flow of information increase their stress level immensely.

CEOs are humans and not algorithms that can be programmed to come up with the right reaction to any conceivable crisis. They are under greater pressure than ever. This is due to the Internet. The increasing digitalization and spread of chat-channels and platforms enable stakeholders to be more active. To be prepared for unknown crisis scenarios requires a frequent and entrusted sparring partner. FT confirms: "EVERY CEO NEEDS A FOOL"

[Read the FT article here](#) [The CEO whisperer: 'Every leader needs a fool' | Financial Times \(ft.com\)](#)



Harvard Business Review: The new CEO Activists: A playbook for polarized political times

Recommended Reading: This article covers the following questions: Does CEO activism actually change public opinion and policies? What are its risks and rewards? And what is the playbook for leaders considering speaking out? The authors of this article examine those questions and explain the takeaways of their own research. [Read the article here](#)

[The New CEO Activists \(hbr.org\)](#)

Source: *Harvard Business Review*

NUMBERS OF THE MONTH: 139 and 48

Among S&P 500 companies, Harvard Law School Forum observed 138 CEOs making public statements about

social, environmental, or political issues either personally or on behalf of the company; only 48 clearly made these statements on a personal basis.

QUOTE OF THE MONTH

"I didn't learn to be quiet when I had an opinion. The reason they knew who I was is because I told them".
-Ursula Burns

Your feedback is important to me. Please feel free to write to me at Brigitte@executivepr.ch

