



Activate World Podcasts – Season One

Theme: The rise of business leader activism

Sheila Krumholz, Executive Director, Center for Responsive Politics

Lobbying: The Politics of Influence

Businesses have long used lobbyists to influence business and government leaders to create legislation or conduct an activity that will help their organizations. Lobbying is typically focused on legislators or members of regulatory agencies to influence specific legislation or gain corporate tax benefits. Understanding the role of business lobbying is essential for successful business leader activism.

Adam Winkler, author of *We the Corporations*, UCLA law professor

Corporations Gain Civil Rights

Corporations have been some of the most important innovators in American law, shaping it positively and often negatively. Many are unaware that corporations gained civil rights faster in the U.S. than African Americans and women. Law Professor Adam Winkler outlines the history, court cases, and the roles of corporations as they pursued and expanded their “civil rights.” With these new rights, do corporations have greater social responsibilities?

Joel Makower, Chairman and Executive Editor, GreenBiz

Sustainability: Corporate and Employee Activism

Sustainability is the singular initiative that comes to mind when speaking of corporate social responsibility. While sustainability has proven its worth beyond doing good and helping the environment, it also serves as a rallying point for employees to find ways to contribute and advance this initiative. Achieving employee fulfillment is important as well as encouraging productive employee activism.

Carolyn S. Berkowitz, President and CEO of the Association of Corporate Citizenship Professionals

Corporate Social Responsibility Intersects Corporate Activism

Corporate social responsibility includes elements of philanthropy and sustainability. Corporate social responsibility or corporate citizenship continues to evolve and grow to engage team members, serve the common good, and enhance operations. Business leader activism can elevate corporate social responsibility to greater outcomes and challenges.

Jay Coen Gilbert, Co-Founder, Managing Partner, B Lab, Forbes contributor

Revitalizing Capitalism: B Corps and Accountability. The benefit corporation form was first created in Maryland in 2010. Later, Conscious Capitalism became a movement based on a 2013 book co-authored by John Mackey, CEO of Whole Foods. Together, capitalism and business models require more than just maximizing shareholder value. Senator Elizabeth Warren has recently proposed new legislation on accountable capitalism that will present new opportunities and challenges for business leadership.

Bonus Episodes:

Mia Levesque and Tracy Levesque, Co-President and Co-Founders of Yikes, Inc.

Starting a Business with a Social and B Corp Mindset

Dick Doubrava, Vice President, Government Affairs for the National Business Aviation Association

Insights from a Lobbyist

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