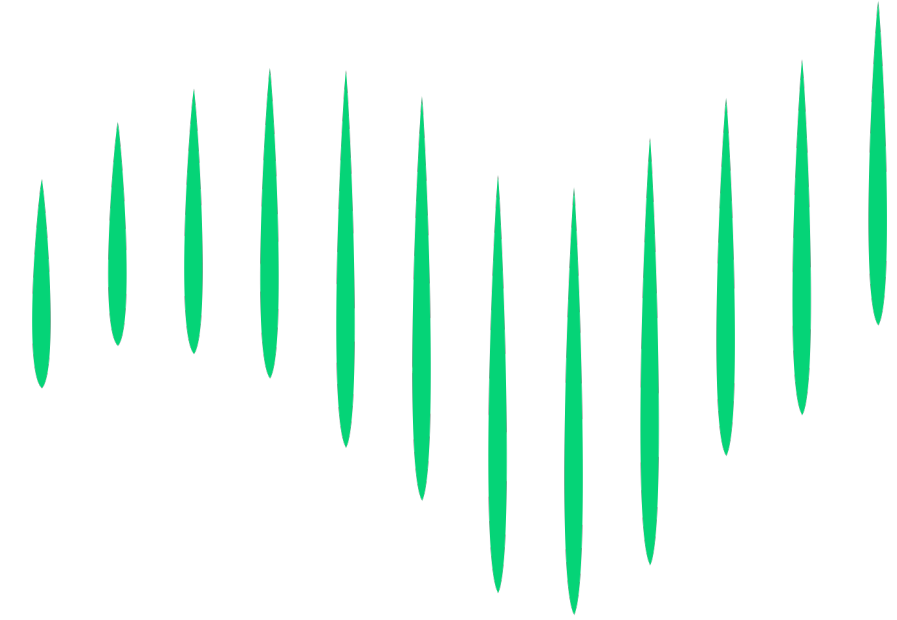

Rep-Xpress



The RepTrak Company

Echoing Employee Sentiments

Brought to you by RepTrak's Content and Community | Find More Reputation in Context Pieces on Perspectives

The Big Idea

Companies are coming off the political sidelines to stand up for their employees. In the United States, amid a fierce debate over a pending landmark decision by the U.S. Supreme Court, some companies are preemptively committing to helping employees access health services.

This decision comes as businesses balance the risk of impartiality or silence on political issues. Companies must consider their credibility with an increasingly critical stakeholder – employees.



When actions impact your access to healthcare, we will work on a way to make sure you feel supported...

Whatever healthcare choice you believe is right for you and your family.

Sara Kelly

Starbucks SVP, Talent and Partner Experience



The RepTrak Perspective

Mid-year 2022, there is still public scrutiny towards how companies support their employees. According to RepTrak data, employee well-being ranks in the top three issues of concern across generations. Companies that advocate for their workforces can expect reputation rewards from the public.

RepTrak asked: Which of the following global issues do you believe are important for companies to act on?

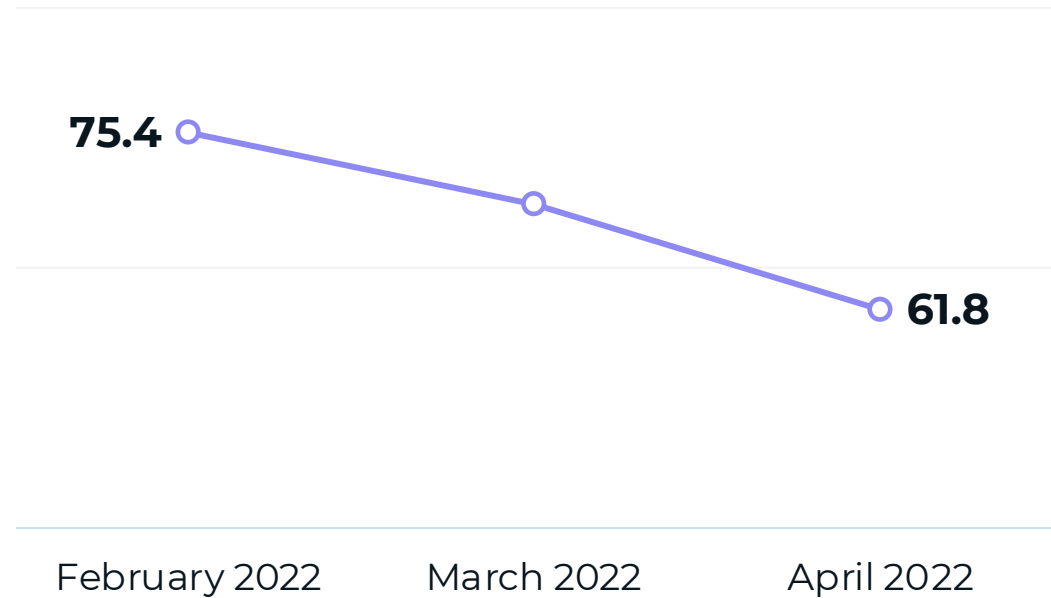
	18 - 24	25 - 34	35 - 44	45 - 64	65+
Top issues companies should address in the United States, by age group	Employee well-being	Employee well-being	Inflation	Inflation	Inflation
	Inflation	Inflation	Employee well-being	Employee well-being	Employee well-being
	Climate Change	Climate Change	Supply chain concerns	Supply chain concerns	Supply chain concerns

These results show the April 2022 aggregated responses for Rank 1, 2, and 3

Walt Disney and the "Don't Say Gay" Bill Controversy

February 2022	Disney acknowledged the bill among its staff but did not support a public statement. CEO Bob Chapek said, "corporate statements do very little to change outcomes or minds."
March 2022	<u>Employee walkout and protests</u> stated Disney "utterly failed to match the magnitude of the threat to LGBTQIA+ safety represented by this legislation."
March 2022	Disney retracted its original statement, apologized to its employees and the LGBTQ community, and condemned the 'Don't Say Gay' bill.
April 2022	The political backlash contributed to a <u>19% market drop in Disney's stock</u> .

Employee Disapproval of Disney's Action Affects Reputation Scores

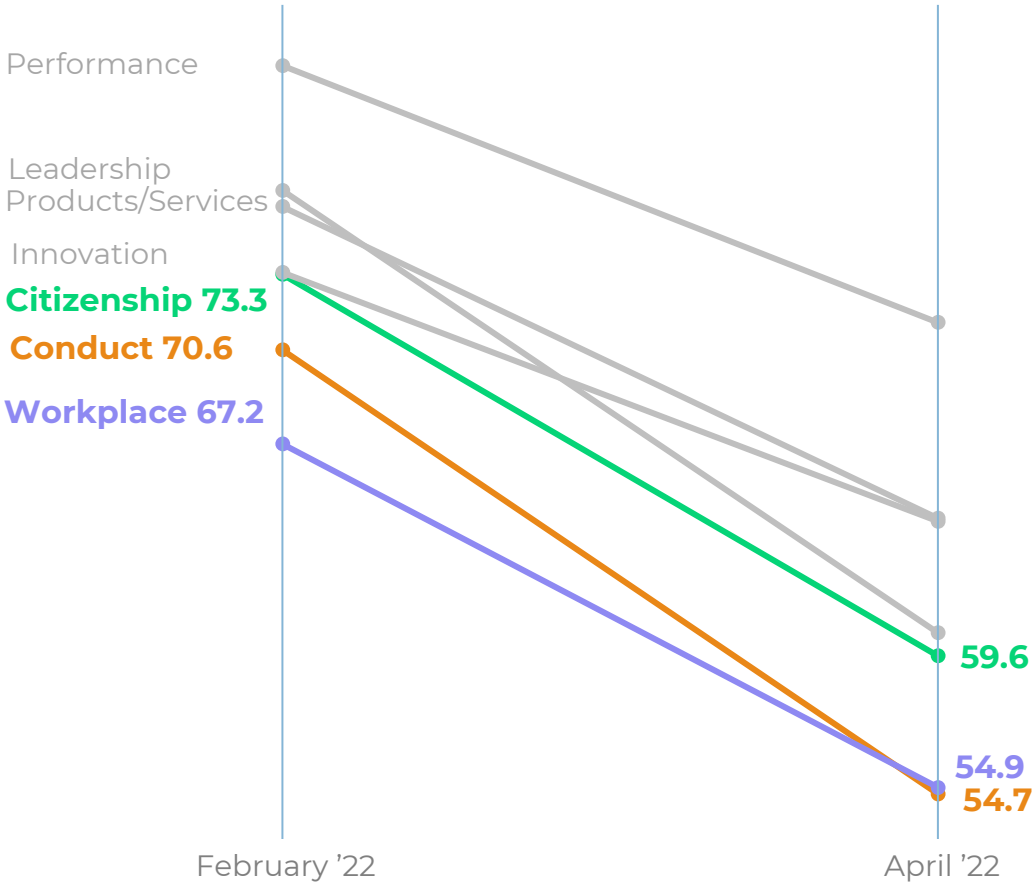


Walt Disney and the "Don't Say Gay" Bill Controversy

- Disney's disjointed responses damaged its perceptions across all seven Drivers
- Citizenship, Conduct, and Workplace saw the steepest decline and moved into the **weak range** in April 2022.



Disney's Driver Scores Feb – April 2022



U.S. CRT Data, February - April 2022

Key Takeaway

Disney's unorganized messaging on Florida's "Don't Say Gay" bill, which limits discourse around sexual or gender orientation in public schools, left its stakeholders confused and misguided. The company now faces pushback from political leaders in Florida and mistrust from consumers and employees.

RepTrak finds that delivering a consistent experience has the most reputational impact on the Business Outcomes "Recommend company" and "Willingness to buy." Companies that choose to speak out must have a cohesive message, or risk polarizing their stakeholder groups.



*Where do you stand compared to your industry peers on employee perceptions?
How has speaking out (or remaining silent) affected your reputation in the past?
Where might your company be at risk for stakeholder scrutiny?*