



STUDY GUIDE

Taking On Woke Inc.

KEY TERMS:

indoctrination
re-normalization

authoritarian Left
pushback

woke
liberty

| Detail Focus: Complete this section <u>during</u> the video. | Main Summary Focus: Complete this section <u>after</u> the video. |
|---|---|
| 1. How much do corporations spend on ‘useless Diversity Compliance Officers?’ | 1. What are graduates facing in the ‘real world’ right now? |
| 2. Corporate heads are driven by a fear of what? | 2. What should graduates do to fight against woke, Leftist totalitarianism? |
| 3. What have college radicals re-normalized? | |

Discussion & Review Questions

1. At the beginning of the video, Mr. Shapiro chides, “Congratulations, graduates! Your days of indoctrination in wokeism are behind you. Your worries about being graded down because you wouldn’t say America is systemically racist? Over. Your fears that you’d be socially shunned because of your failure to decry the evils of capitalism? Done. Yes, you’ve been liberated!” What do you think Mr. Shapiro is referring to, specifically, when using the phrase ‘indoctrination in wokeism?’ Explain. What do you think Mr. Shapiro means when stating that graduates are now ‘liberated?’ Liberated from what?
2. Mr. Shapiro goes on to temper his sarcastic introduction with a serious reality, a warning that, “The truth is, many of you are about to move from the ivory tower of the authoritarian Left to... well, probably, the glass and steel tower of the authoritarian Left. Today’s business behemoths have also become bastions of woke thought. Terrified of discrimination lawsuits and all the time, money, and bad PR, they bend to every woke diktat that blows through their HR departments,” and that, “ ... your boss will likely send out regular company-wide emails assuring you that he or she or xe is on the Right Side of History and pledging millions of dollars in support of whatever the Leftist cause du jour happens to be. And you’ll be forced to echo these messages or seek employment elsewhere.” What do you think has led to big corporations becoming bastions of ‘woke’ thought? Explain. Do you think it could be possible for graduates to reconcile working at a job they like with not having to be subject to ideological and/or political actions that do not align with their personal views (such as having to watch a video on white privilege or having to teach math without having students show their work because that’s racist)? If no, why not? If yes, how?
3. Later in the video, Mr. Shapiro notes that, “Conservatives used to believe that what happened in college stayed in college. This was a colossal mistake. Slowly but surely college radicals have renormalized America’s institutions.” Why do you think that Conservatives maintained their belief for too long that Leftism would never truly leave academia and would never metastasize to other institutions? Explain. Why do you think that the Left has been so successful in renormalizing major swaths of America? Explain.
4. Explaining further, Mr. Shapiro points out that, “ ...here’s the good news: renormalization can work in reverse, too. Here’s how: find a group of like-minded employees. Make demands that a majority of employees agree with. Be inflexible and be loud. Band together to resist the intrusions of the radical Left.” What sort of ‘intrusions of the radical Left’ might there be in the general workplace in America now? How might like-minded people ‘resist the intrusions of the Left,’ exactly?
5. At the end of the video, Mr. Shapiro concludes that, “You can lead the push back. In fact, you should. ...just as you were in college, you are now in opposing territory. And that requires fighting back in strategic ways. Be an advocate for truth and a warrior for liberty. Welcome to the real world- and the real fight.” What do you think Mr. Shapiro means by the phrase ‘the real fight?’ Explain. How, exactly, might one become ‘an advocate for truth and a warrior for liberty?’ Explain. What might some additional strategies be to fight against the Left’s scheme to change and to dominate American culture? Explain.

Extend the Learning:

Case Study Diversity and Inclusion

INSTRUCTIONS: Read the article “Diversity and Inclusion Is Destroying Corporate America,” then answer the questions that follow.

1. What is the worst thing to happen to Corporate America since Sarbanes-Oxley? What is the stated mission of Change Catalyst? What does the data show, in terms of underrepresentation among women and people of color? What type of problem is a lack of diversity? What does the data show regarding women and minorities getting appropriate degrees? What do diversity and inclusion organizations actually do to corporate America? Why would companies kill to get more minorities and women on board? What are the possible negative trade-offs if they do? How does diversity and inclusion differ from Sarbanes- Oxley and from Title IX? What advice does the author give to corporate executives?
2. What might some better strategies be for companies to recruit better-qualified women and minorities to fill positions instead of spending millions on diversity and inclusion training that doesn't work? Why do you think that so many companies perceive a problem to exist, when actually it doesn't- in terms of having to have their workforce diversified just for the sake of diversity and for placating the radical Left minority? Explain.
3. How, exactly, might one become what Mr. Shapiro describes as ‘an advocate for truth and a warrior for liberty?’ Explain.

Diversity and Inclusion Is Destroying Corporate America

Posted by Steve Tobak on December 19, 2018



The worst thing to happen to Corporate America since Sarbanes-Oxley is diversity and inclusion.

For the sake of being politically correct and no other discernible purpose, every company must now have an entire administrative function that does nothing but suck the life out of every single employee and destroy the career of anyone who even thinks the words “skinny Christian white guy.”

Almost forgot, they also attend conferences with fascinating agenda topics like “The Challenge of Measuring Offensiveness,” “Demystifying Microaggressions,” “Building Inclusive Products,” “#WorkingWhile Muslim” and the always popular “Mental Health, Self Care and Working with Trauma in the Era of #metoo #blacklivesmatter and Other Global Crises.”

Also can someone please tell me what LGBTIQ+ stands for and why human sexuality is suddenly a workplace topic? Sounds sort of offensive to me.

What mystifies me is the stated mission of the company that puts on all these Tech Inclusion conferences. At Change Catalyst, the goal is to “drive solutions to diversity and inclusion.”

OK, I’ll bite. If the solutions are conversations, training and conferences, then I have just one question: What problem are they supposed to be solving? Never mind that the sentence makes no

sense, since it implies that “diversity and inclusion” is the problem. They may actually be onto something there.

Just for kicks I’m going to assume that the problem is lack of diversity in the workplace. But the data shows that all this attention and money spent on diversity and inclusion has not changed a thing in terms of underrepresentation among women and people of color. And all the training does is make everyone miserable – you can’t even joke around or compliment anyone anymore without fear of crossing some kind of stupid line.

The reason of course is that lack of diversity is largely a pipeline problem. There simply aren’t enough minorities and women getting appropriate degrees. At least that’s what the data shows loud and clear. Instead of dealing with that, all these diversity and inclusion organizations do is tax Corporate America. They serve absolutely no purpose and have zero business impact, except of course to increase expenses and decrease profits.

The irony is, companies would kill to get more minorities and women on board so they can boast better diversity numbers than their peers and get some positive PR for a change. That’s a no-brainer. But they can’t without lowering their standards and denying employment and promotions to more qualified candidates. Of course, just saying that out loud can get you fired these days, if not tarred and feathered and run out of town.

Quick quiz: Can you find the white guy in this pic from Change Catalyst?



Answer: It’s a trick question. There are none. Must be a pipeline problem.

That said, it’s sort of hard for me to have any sympathy for corporations that choose to follow the PC mob on this nonsense. Diversity and inclusion is entirely self-inflicted. Unlike Sarbanes-Oxley, diversity and inclusion is not a law, a regulation or even a set of government rules like Title IX, which turns college administrations into kangaroo courts that deny students due process. It’s entirely voluntary. So there is that.

Want to know how I advise corporate executives on this sort of thing? This is what I tell them: Don't break the law. Try not to do anything stupid. And if someone at your company does either of those two things, fix it. That's how you avoid the diversity and inclusion tax. Simple as that.

One last thing. Before attending a Tech Inclusion event you might want to check out their official Code of Conduct, which defines harassment that will not be tolerated as follows:

Harassment includes offensive verbal comments related to gender, age, sexual orientation, disability, physical appearance, body size, race, religion, sexual images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, sustained disruption of talks or other events, inappropriate physical contact, and unwelcome sexual attention.

So I'm guessing that grabbing someone's butt and saying, "Nice!" is probably not OK.

Image credit Change Catalyst Facebook page



QUIZ

Taking On Woke Inc

1. Corporations spend _____ on useless “Diversity Compliance Officers.”
 - a. thousands
 - b. tens of thousands
 - c. hundreds of thousands
 - d. millions

2. According to a Harvard Business Review study, what percentage of a drop in opinion was there when a generic corporation was identified as Conservative?
 - a. 13%
 - b. 23%
 - c. 33%
 - d. 43%

3. Corporate heads are driven by fear of a vocal ideological majority.
 - a. True
 - b. False

4. Slowly but surely college radicals have renormalized _____.
 - a. America’s economy
 - b. America’s history
 - c. America’s institutions
 - d. America’s fashion

5. How many woke staffers at the New York Times complained about Donald McNeil’s work criticizing the usage of the N-word and got him fired?
 - a. 5
 - b. 50
 - c. 100
 - d. 150



QUIZ: ANSWER KEY

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