



2020 and Beyond: **What Every Manager Needs to Know About EEO**

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How Can Companies
Survive and **Thrive** in
Today's Workplace
Fishbowl Environment?



WHAT MATTERS TO CORPORATE REPUTATION

SOCIAL RESPONSIBILITY

- SUPPORTS GOOD CAUSES
- ENVIRONMENTAL RESPONSIBILITY
- COMMUNITY RESPONSIBILITY

VISION & LEADERSHIP

- MARKET OPPORTUNITIES
- EXCELLENT LEADERSHIP
- CLEAR VISION FOR THE FUTURE

FINANCIAL PERFORMANCE

- OUTPERFORMS COMPETITORS
- RECORD OF PROFITABILITY
- LOW RISK INVESTMENT
- GROWTH PROSPECTS

CORPORATE REPUTATION

PRODUCTS & SERVICES

- HIGH QUALITY
- INNOVATIVE
- VALUE FOR MONEY
- STANDS BEHIND

EMOTIONAL APPEAL

- FEEL GOOD ABOUT
- ADMIRE & RESPECT
- TRUST

WORKPLACE ENVIRONMENT

- REWARDS EMPLOYEES FAIRLY
- GOOD PLACE TO WORK
- GOOD EMPLOYEES

www.theharrispoll.com/reputation-quotient



The Rules Apply to Everyone!!

- ➔ Hold leaders accountable to the policies, standards and laws **no matter the level of the perpetrator or how much money they bring in.**
- ➔ All of the company's policies will be scrutinized!
- ➔ The company will be tried in the court of social media...not in a court of law.

How to Behave on Social Media



- ➔ Don't post slurs or discriminatory remarks (race, sex, age, and other categories).
- ➔ Don't use your company email address to sign up on sites for personal use.
- ➔ Don't hold yourself out as speaking for the company — only express your personal views.
- ➔ Don't ruin your personal brand in the internet court of public opinion.



I Can Say Anything I Want To...

Also available as part of the eCourse

[2020 Essential Employment Law eConference](#)

First appeared as part of the conference materials for the
2020 Essential Employment Law: A Practical Course in the Basics session
"Texas is an "At Will" State... So Why Worry?"