

LETTER TO BUSINESS LEADERS

Send this letter to communicate your new 2020 Theory priorities to business leaders in your community.

Letter writing is a powerful way to communicate your priorities to the powers that be.

Before using the template below, research the businesses you interact with regularly with simple online research, asking questions such as:

- Is there a manager or a committee in its organizational structure assigned to Corporate Impact? Culture and Compliance? Sustainability? Diversity and Inclusion? Collaborative Innovation?
- Does its success metrics include “natural capital” and possible long-term 3rd order benefits and consequences on society?
- What community-based organizations does it support either through financial donations or employee volunteer incentive programs? Does it spend at least one percent of revenue on non-affiliated charitable causes?
- What does its employees say about their work environment?
- Is there any indication that its suppliers and vendors demonstrate the same kind of social responsibilities?
- Are its advertisements invasive and misleading, or are they reasonable and providing authentic valuable content?

Include what you’ve learned in the following template.

TEMPLATE:

Dear [Name of Business Leader]:

The way I am now choosing products and services to buy is affected as much by what I know about the business providing them as by quality and price.

If I know your business is operating in ways that protect the environment, promote sustainability, provide productive working conditions for your employees, and contribute to the

general welfare of the communities in which you operate, then it is a business I want to support.

I am **[concerned/encouraged]** by **[insert a summation of what you researched here]**.

As you no doubt know, shareholders are increasingly integrating Environmental, Social, and Governance (ESG) criteria into investment decisions and consumers are shifting behaviors toward socially and environmentally sustainable companies as well.

Soon, I will be switching my expenses to businesses that align with my values, but first I want to give you the chance to stand up for your values and take bold action – to step out of old school “business as usual” mindset and truly play your role in propelling society forward.

I believe businesses that survive the transforming landscape of economics will not utilize profit as the prevailing success metric. It’s not too late for your business to measure your progress in how you serve and sustain a more peaceful and inclusive world.

I will use my consumer dollars and social networks to drive this theory forward.

Sincerely,

Concerned Customer [or YOUR NAME]