



Disney and Starbucks

Lessons Learned About Employer Responses to Employee Voice

Background: The Challenge

More than ever, employees want their ideas to influence their workplace.

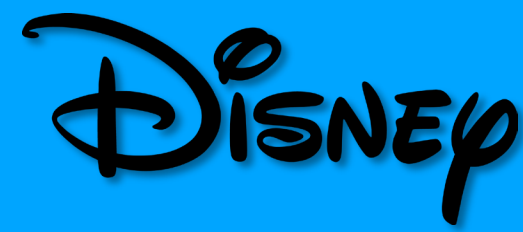
They expect their employer to stand up and speak out.

And employers are working through the right path to engage and confronting the decision to either take a stand or not.

Background: What's driving this?

- Business trust vs. government trust
- The race for talent and employee leverage
- The rise of social issues and activism
- Generational differences
- Social media

Recent Examples: Disney and Starbucks



- Employee backlash for Disney not initially denouncing Florida's "Don't Say Gay" bill
- Disney CEO and Florida Governor engage in an escalating battle
- Disney loses special governing status on Orlando resort
- Disney's Chief Corporate Affairs Officer leaves company



- Starbucks workers looking for better staffing, training, pay
- Starbucks workers in Buffalo, NY voted for the chain's first U.S. union in fall 2021
- Today, one year later, 219 stores are unionized...and counting (+321 petitions)
- Howard Schultz reinstalled as CEO for third time

DISNEY & STARBUCKS: EMPLOYER RESPONSES TO EMPLOYEE VOICE



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