

## #MeToo: Power, Politics & P\*\*\*y

## Start-Ups Page

**Video Script**

It only takes one dissatisfied customer to shift the loyalties of an entire community. Take for example, a start-up, family-run pizza establishment in the center of a hometown community. One disparaging remark at the local grocery store or a Sunday worship service could cause an entire market of consumers to retreat. A movement by a few or by many can significantly impact a business and its economic success. Start-up organizations should be aware of political and social movements and also be equipped to address the reasons these movements form. They should learn how to navigate as invested, concerned, and actionable players. Start-ups have the opportunity to face the places and times that women have been #muted. They have the opportunity to listen. This experience first induces internal healing and progresses toward connecting with others on a level with what this movement embodies.

**Intro**

#BeautifullyFinallyBroken for Start-Ups is part of VLN’s Original Fearless Conversations Series:

a judgement-free multi-media exploration of topics( typically unspoken); designed to afford deeper reflection, healing, mindfulness, and empathy.

*#MeToo – Power, Politics & P\*\*\*y,* Start-up companies are trying to establish a presence in their business that is trustworthy and inviting. One of the most crucial elements of a thriving organization is building the support and belief that the organization has the best interest of not only its customers but its employees and other stakeholders. An allegation of sexual harassment or assault by a supervisor to a subordinate is not merely an employee relations issue to be solved by Human Resources. It is a matter that must be addressed whole-heartedly with a sincere attempt to understand the underlying cause and to take actionable steps to address concerns. These types of issues become #movements. #Movements can drive a business into the ground or skyrocket it as a pioneer in their industry to be the first to take a stand. Learn why this fearless experience is essential to your start-up business. This experience is about exploring how women have spent a lifetime being demeaned to various degrees, and about providing a voice to help heal those who have been harassed and assaulted.

### Start-Up CTAs

### Footer

**Headline:** From Mouth to #Movement

**Sub-Headline:** Pay attention and pay respect

**Button Text:** Take a stand now

## #MeToo: Power, Politics & P\*\*\*y

## Scaler Page

**Video Script**

It’s great to be a high-net-worth company, full of potential, and reveling in the success of your accomplishments. That’s what you deserve to have and to do! But it’s also a good idea to remain aware of what’s going on in the world around you while you honor your success. A single allegation of sexual harassment or sexual assault by a supervisor to a subordinate is not merely an employee relations issue to be solved by Human Resources. It is a matter that must be addressed whole-heartedly with a sincere attempt to understand the underlying cause and to take actionable steps to address concerns. These types of issues become #movements. #Movements can drive a business into the ground or skyrocket it as a pioneer in their industry to be the first to take a stand. Learn why this fearless experience is essential to your organization.

*#MeToo – Power, Politics & P\*\*\*y,* pushes your organizational culture to remain aware of societal and pollical trends, changes, and movements. The culture has to be able to withstand those movements that adversely affect the company or to join in on those that are a worthwhile cause and could have a positive impact on the company’s operations. The #MeToo movement, which focuses on sexual harassment primarily towards women, is a powerful movement that is gaining continual momentum. It will inevitably lead organizations to have deeper conversations about how women of color have been left out of the conversation despite being the founders of the movement. This could translate into what it means to have power. These types of observations are critical for scaling organizations to get a handle on. Not only should scaling organizations address the movement(s), but VLN shares this experience to encourage companies proactively understanding the power of one movement to ignite others. As an enterprise begins to understand more, they should address issues professionally, whole-heartedly and with an actionable plan to make a positive difference for the community and individuals that they impact.

**Banner Essential Questions Gift CTA Text**

* **Text:** The Power of Public Protests and Politics on your Progress

**Footer Essential Questions Gift CTA Text**

* **Headline:** Activism can work for you or against you. Either way, pay attention and get moving!
* **Sub-Headline:** #Movements matter
* **Button Text:** Protect the #Movement

## METOO : Corporate Page

**Video Script**

You are a large, leading, and powerful organization. The #MeToo movement, which focuses on sexual harassment primarily towards women, is a powerful movement that is gaining continual momentum. It will inevitably lead organizations to have deeper conversations about how women of color have been left out of the conversation despite being the founders of the movement. This could translate into what it means to have power. The face of leadership has changed. Iconic leaders are being disposed daily due to allegations that now unearth behaviors that went on for decades. Leaders are often afraid to navigate in this new era. Take the time to learn more now so that you are not only aware of the movements that affect your business, but also so that you are prepared to take actionable measures to address the issues that affect your teams, your success and your future.

*#MeToo – Power, Politics & P\*\*\*y,* reminds leading corporations that they have a vested interest in the consumers around them and the employees they are expected to protect. Movements such as #MeToo have a profound impact on businesses as they demand social justice and require organizations to confront misbehavior. Large companies know that failure to respond to allegations, claims, or situations can lead to protests, boycotts, walk-outs, legal suits, and more. Most impactful, failure to appropriately address these types of matters can result in depressed, unmotivated, abused, neglected and harmed employees – which is detrimental to all organizations. Unintentional and inappropriate responsive comments have explosive ramifications. This new movement is an opportunity for male and female visionary leaders who are ready to make changes that benefit employees at the lowest and highest levels of the organizational hierarchy who continue to face harassment. This fearless experience is designed to help leaders leverage this movement in order to create a new era. It also shields leaders from falling peril to the fate of those who have basked in the limelight and success of large organizations for decades, only to be dethroned by the fearless allegations of sexual assault victims. Society has quickly embraced the voice of the masses. This generation of ‘silencing’ some while empowering others can be confusing, yet it all serves its purpose and is intended to bring awareness. Social movements that affect businesses have the power to skyrocket an organization into the spotlight for their brave works in addressing current social and political matters, or they can crush an organization’s dreams of being a global leader. This experience is to help leading corporations grasp the former rather than the latter.

### Corporate CTAs

Banner Essential Questions Gift CTA Text

* **Text:** Take a stand on the power of movements and activism. Understand why they matter to you.

Footer Essential Questions Gift CTA Text

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* **Headline:** #MeToo is more than just a movement -it’s a wake-up call. Are you woke?
* **Sub-Headline:** Avoid the mistake of ignoring the voices that matter to us all
* **Button Text:** Listen to what matters!