

## Video Segment 2: Issues Affecting Employees, Customers and Communities

*“The first question investors ask us is about our workforce and how we treat our own people.”*  
– Andrew Plepler, Bank of America

### NOTE-TAKING GUIDE

When thinking of the people behind the S in ESG, Andrew Plepler says, “Employee satisfaction is a real driver of the success of companies these days.” List three practices that have helped improve Bank of America’s employee satisfaction scores?

1.

2.

3.

Andrew Plepler has observed a new awakening in the business world that employees want their companies to address societal challenges and issues, like diversity, equity and inclusion. How do you feel about working at a company that plays a “meaningful and important” role in society? Does this align with how you think about the corporate world? Do you think these issues belong in the workplace?

Jot down some notes to help guide companies’ thinking about why these are important considerations for their customers and communities:

**Public Health**

**Technology**

**Open Approach to Neighbors**

## THE LANGUAGE OF BUSINESS

<a href="#">Bank Loan</a>	<a href="#">Executive Team</a>
<a href="#">Banking</a>	<a href="#">Financial Services</a>
<a href="#">Board of Directors</a>	<a href="#">Goods</a>
<a href="#">CEO</a>	<a href="#">Inclusion</a>
<a href="#">Company</a>	<a href="#">Industry</a>
<a href="#">Consumer</a>	<a href="#">Investor</a>
<a href="#">Corporation</a>	<a href="#">Minimum Wage</a>
<a href="#">Data</a>	<a href="#">Organization</a>
<a href="#">Diversity</a>	<a href="#">Premiums</a>
<a href="#">Employee Turnover</a>	<a href="#">Public Health</a>
<a href="#">Employer Health Benefits</a>	

**Agro Sector:** The industry connected with agriculture, like farming.

**Altruistic:** Unselfish or showing selfless concern for the well-being of others.

**Andrew Plepler:** Global head of ESG at Bank of America, a large financial institution.

**Attract and Retain:** Companies often try to position themselves to have a strong and effective workforce, and in order to do so they must be able to attract and keep (retain) good employees through admirable policies and practices.

**Brian Moynihan:** Chairman of the Board and CEO of Bank of America, where Andrew Plepler is also an executive.

**Clickbait:** Content (considered deceptive or misleading) whose main purpose is to attract attention and get visitors to click on a link to a particular web page.

**Data Privacy:** The protection of personal data (in this case, customers) from people who should not have access to it.

**Data Security:** Protecting digital data, including personal information, from harmful or unwanted actions, such as data stolen in a cyberattack.

**DEI:** Diversity, Equity and Inclusion, it is an important movement in business. At the most basic level, diversity is who is in the room (what differences are represented around the table?); inclusivity is who has influence in the room (do all voices have the opportunity to contribute?); and equity is do we have fair practices for those in the room (for example, are men and women paid an equal wage?)

**Employee Satisfaction Scores:** Scores, usually gathered through surveys, that reflect how happy employees are on the job.

**ESG:** ESG stands for **Environmental, Social and Governance** and refers to a system for how to measure the sustainability of a company. It is an evaluation of a firm's beliefs and attitudes about social and environmental factors. Companies and all their stakeholders are thinking hard about how to incorporate ESG criteria effectively and intentionally into business strategies. And investors are turning to ESG rating firms and others to screen their investments on these various factors.

**ESG Investing:** When investors apply non-financial factors like environmental, social and governance to analyze a stock's performance and long-term potential.

**Financial Inclusion:** When everyone, even those who don't keep their money in a traditional bank, have the opportunity to access financial services. The boom in financial technology products is promoting financial inclusion.

**Firm:** Another word for company.

**Frances Haugen:** A former data scientist employee of Facebook who went public with inside information claiming that Facebook put company growth over negative activity on its platforms, like the spread of disinformation. See definition for whistleblower.

**Global Diversity & Inclusion Council:** A council of people at Bank of America that for more than 20 years have led the promotion of diversity goal setting across all areas of the company.

**Heterogeneity:** Being diverse in character or content.

**Loan:** Borrowed money that is expected to be paid back with interest, which is a charge that gets tacked on to the original amount you borrow as a privilege for taking out the loan. In other words, when you pay back a loan, you must pay the original amount, plus the additional interest.

**Metrics of Performance:** Measurements of the behavior, activities and performance of a business.

**Pragmatic:** Sensible and practical reasoning – in this case, it just makes good business sense.

**Stakeholder:** A person with an interest or concern in a business, including owners, managers, board members, employees, customers and investors.

**Tech Industry:** Businesses that sell goods and services in electronics, software, computers, artificial intelligence, and other technology-driven sectors.

**Tobacco Industry:** The people and companies who are engaged in growing, preparing, shipping, advertising and distributing tobacco products, such as cigarettes.

**Whistleblower:** When an employee or volunteer comes forward as a “whistleblower” to provide information and even documentation on illegal practices or violations within a company.

**Workforce:** All the workers employed by an organization.

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