

Video Segment 4: Companies and Generation Z Embrace This Moment

NOTE-TAKING GUIDE

2020 as a turning point in fighting racial injustice:

Reason 1: Social unrest amid the challenges of a pandemic:

“The millennials and the Zers are looking at people who are running corporate America and saying, ‘Really, you guys had 50 years to get this right and we’re still dealing with this?’”

—CARLA HARRIS

Reason 2: Millennials and Generation Z:

Reason 3: Corporations as change agents:

Explain how each of these “company constituents” influence change:

Employees

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Shareholders

Customers

Continued »

Community

Carla Harris says, "It's the millennials and the [Generation] Zers that companies desire to attract and retain, and they care a lot about the jersey they're wearing. If the jersey and the people they're going to be affiliated with don't line up with their values, they won't come." Do you agree with this statement? What brands would you buy or not buy; work for or not work for as you learn more about what they stand for? How do your personal beliefs affect your ideas about career and work?

THE LANGUAGE OF BUSINESS

(Hyperlinked vocabulary is from the Wharton Global Youth Video Glossary)

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[Shareholder](#)

Apartheid: A system of institutionalized racial segregation that existed in South Africa from 1948 to the 1990s.

Baby Boomers: The generation of Americans born from 1946-1964.

Brand Degradation: Damaging actions that cause a brand to become less popular, such as a negative post on social media.

Employer of Choice: An employer, or company, that offers a fantastic work culture and environment that attracts and retains talented employees.

Generation X: The generation of Americans born between 1965 and 1980.

Generation Z: The generation of Americans (including today's high school students) born between the late 1990s and the early 2010s.

Market Cap: Short for Market Capitalization, it refers to how much a public company is worth, according to the stock market.

Millennials: The generation of Americans born between the early 1980s and the late 1990s.

Morgan Stanley: An American multinational investment bank and financial services company that is headquartered in Manhattan, New York.

Racism: When people are treated differently or don't have the same opportunities as other people because of their race or ethnicity.

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[Future of the Business World Podcast: Sanjana Yeddula on Raising Gen Z's Political Awareness](#)