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Both employee and CEO activism are reshaping the tech ecosystem, observes social scientist and Kapor Capital partner Freada Kapor Klein. She advises young tech talent to consider these activist signals when evaluating a new opportunity at a given company.

Transcript

- So here are some thing that have been going on very recently in our tech ecosystem.. We had 20,000 Google employees walk out in November over responses to a sexual harassment situation about someone who left with a $90 million severance packet.. And also more recently, challenging a board member for the AI organization and 2,500 Googlers signed a petition to get that person removed.. We have a very new climate of employee activism in tech.. I would not have predicted that and it's popping up lots of places.. This is the new AI council where the 2,500 employees just, this is within the last week demanding that this person not be present.. Then you've CEO activism.. You've got somebody saying I'm gonna take a hit to my profits, I'm not gonna sell guns anymore.. You've got executives seeing positive impact on their companies for taking what they see as a social values based kind of stand.. Nike in promoting Colin Kaepernick took a bold clear stand on a divisive issue and earned $6 million in the process..

And we're seeing both what are seen as blue and red company CEOs are saying that they can't sit on the sidelines.. So used to be that our workplaces were a little bit of a safe space from politics and now they're sort of right there in the middle of it, which poses big questions for you as engineers, as leaders, future leaders, about what stand do you take.. What kinda company do you work for?..