Imagine You’re a Top Executive with a Major Corporation with Billions in Annual Sales...

A group of investors chooses to rescind your company’s stock and issues a press release that challenges your company’s ethics and actions. It’s like you’re in a business warzone... and yes, it could cost your job, and your company’s long-term viability.

What To Do? Fortunately, There is a Playbook You Can Follow.

It’s Greenwash t-2-3!

1. Get Your Trade Associations on the Case
This is a situation that calls for collective action. Also, some of what needs to be done is best accomplished by others. It could be bad for your brand if your company were to undertake this directly.

2. Knock Off the Leadership Standard
You need a program of your own that sufficiently resembles the leadership standard that you idolize, but that promotes and protects your core interests. It would look bad if you and your trade associations were to administer this tool directly. Better to create a front organization. Naturally, you and your industry colleagues will control the board, but once that is in place you can work to recruit representatives of organizations that make you look more balanced and independent to the outside world.

3. Fire Up the PR and Lobbying Machine
Now it’s time to mobilize your army of communications and lobbying professionals to do your money can buy. Or the PR side, your peers will generate some offers of their own, to be sure, whether and to what extent, the leadership standard is in a better light and advance your own causes.

Through a thousand channels, you will make the case that the leadership standard is ipso facto, expensive and real. Meanwhile, while your PR in reasonable, business-friendly, grassroots played the role – and good for the environment, a major role-playing effort will turn you into a candidate bringing the right to the marketplace, while the other side wants monopoly.

In the mounting, you will work to create a monoply of your own. Your campaign contributions and ads will give government to use your tool and both your competitors and until and unless they change in ways acceptable to you, the public center has to use your tool, too... otherwise you produce significant change in the private sector as well.

You have to admit that what you’re doing is insidious. You are putting your industries’ short-term interests over the public interest, while making it seem like the opposite. But this strategy will probably keep working unless your playbook is widely exposed and this produces a backlash against you.