



Consumers'
Research
established 1929

HOW THE WOKE AGENDA PUTS YOUR RETIREMENT AT RISK



[consumersresearch.org](https://www.consumersresearch.org)

Introduction and Overview

Welcome to "How the Woke Agenda puts YOUR Retirement AT RISK."

This eye-opening exploration shows the negative impact of woke & ESG policies on your financial future.

We will dissect woke culture, uncover how progressive elites hijack your retirement savings, and empower you with strategies to safeguard your investments and constitutional rights.

Section 1: Understanding the Woke Agenda

What is Woke Culture?

Woke ideology has evolved into a pervasive force influencing corporate policies and societal norms. We'll delve into its definitions, historical context, and how it manifests through ESG criteria and diversity initiatives.

Section 2: The Threat to Democracy and Economy

ESG Policies Unveiled

Environmental, Social, and Governance criteria are touted as measures to encourage corporate responsibility. However, ESG prioritizes progressive political agendas more than financial returns. That politicizes the stock market and hurts your ability to save for retirement.

Section 3: Tactics of Progressive Elites

Manipulation and Influence

Explore the tactics used by wealthy elites to advance woke agendas, from economic coercion to leveraging corporate power. Understand how these maneuvers affect market stability and individual investments.

Section 4: Empowering Yourself

Taking Action

Equip yourself with practical steps to counter the ESG agenda. Learn how to voice opposition and protect your retirement investments.

Section 5: Roadmap to Reclaiming Power

Your Partner to Fight Back

Receive a clear roadmap for reclaiming influence in the face of corporate activism. Discover actionable strategies Consumers' Research uses for advocating positive change and preserving democratic decision-making.

Bonus Section: Resources and Further Reading

Additional Information

Access links to recommended resources and further reading materials to deepen your understanding of woke ESG policies and their implications.

This eBook aims to empower YOU with knowledge and action to counter the influence of woke ESG policies.



Section 1: Understanding the Woke Agenda

In recent years, the term "woke" has shown up everywhere. "Woke" has become a powerful ideological force shaping corporate policies and societal norms.

Woke ideology asserts that individuals and institutions should confront and dismantle systems of "oppression". Progressive elites then define oppression as anything that does not conform to their radical agendas.

Woke ideology has become an elite facade to control corporate behavior. Progressive elites know their radical agendas fail when put to Americans at the ballot box, so they made a tunnel under the wall of the American people's votes.

Woke ideology often manifests as Environmental, Social, and Governance (ESG) criteria. While supposedly promoting ethical business practices, these criteria have become a tool for enforcing progressive political agendas.

ESG criteria now extend into social justice, diversity and inclusion initiatives, and green commitments to end use of oil. Companies are pressured to conform to these standards. If not, they face backlash from activist shareholders and consumers. Integrating political ideologies into business decisions undermines the American market and our democratic process.

The prioritization of social agendas over financial performance threatens your freedoms, values, and your retirement.



Section 2: The Threat to Democracy and the Economy

The integration of woke ideologies into corporate practices under the guise of ESG (Environmental, Social, Governance) criteria presents a profound challenge to both democratic principles and market economics.

Corporations are forced to align with progressive woke agendas or risk reputational damage and investor retribution.

ESG criteria influence corporate decision-making, often prioritizing political and social concerns over economic efficiency.

Companies may divert resources towards initiatives that appease ESG metrics rather than those that maximize shareholder value.

More funds are directed towards companies that meet ESG standards, no matter their business performance. This trend distorts market signals that are supposed to be about profit and performance, not politics. It creates a world where companies must prioritize political correctness over economic rationality to secure investment.

From an economic standpoint, the proliferation of woke ESG policies threatens to inflate costs for businesses and consumers. Compliance with stringent ESG standards requires investments in technologies and practices that prioritize social and environmental goals over cost-effectiveness. This can help cause inflation, higher prices for goods and services, reduced consumer purchasing power and stifled economic growth.

For individual investors, integrating woke agendas into corporate governance introduces additional risks. Investments will be influenced by factors beyond financial performance that compromise returns. Your retirement funds should be selected based on what works best to make you money for a secure retirement. Your retirement funds should not be used by progressive elites to force companies to go woke or to punish gun manufacturers, oil companies, or other business they deem politically incorrect.

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Woke ideologies hijacking corporate governance through ESG criteria is a huge challenge to democratic governance and market economics.

1. Political decisions belong at the ballot box.
2. Businesses exist to make profits and serve customers.
3. Woke ideology denies both!

By understanding the profound implications of woke ESG policies on market dynamics and individual financial outcomes, you can know how to protect your retirement portfolio from progressives who want to hijack it to enforce woke ideology.

Section 3: Tactics of the Progressive Elites

The advancement of woke agendas through corporate channels is not a grassroots movement—it's a strategic maneuver orchestrated by progressive elites.

What tactics are used by these influential figures to promote and enforce their ideological agendas?

Hijacking Shareholder Votes through Asset Managers

Progressive elites leverage their economic power to coerce corporations into adopting woke ideologies through shareholder activism and investment mandates.

Wall Street giants like BlackRock and Vanguard hold huge stakes in most companies because they are trusted to manage 401k and other retirement funds for Americans.

However, the leaders of asset managers like BlackRock and Vanguard realize they can influence corporate governance by voting the shares they own on your behalf. This influence is used to advocate for woke policies and ESG criteria that align with progressives' radical social and environmental goals.

It's your retirement funds, but they don't care what you believe. They take the votes from your shares and use those votes for their woke and green agendas.

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“Behaviors are going to have to change, and this is one thing we are asking companies, you have to force behaviors and at BlackRock, we are forcing behaviors.” – Larry Fink, BlackRock CEO

Political Lobbying and Advocacy

To protect their control of companies through your votes, progressive elites engage in extensive political lobbying and advocacy to institutionalize woke ideologies through legislative and regulatory channels. This includes supporting policymakers and initiatives that endorse ESG principles and intertwine corporate interests with political agendas. By influencing public policy, these elites can ensure that government regulations align with their ideological beliefs, further cementing the prevalence of woke ESG policies in the corporate landscape.

When the U.S. House and Senate passed bipartisan legislation to block use of ESG from retirement plans, Joe Biden issue his first veto. President Biden’s veto bailed out the progressive woke and green agendas instead of putting the interest of the American people first. Because his woke and green legislation was dead in Congress, Biden wanted to make sure progressive elites, like BlackRock CEO Larry Fink, have unfettered access to use the American people’s retirement dollars.

Media and Cultural Influence

Control over media and cultural narratives is another avenue for progressive elites to push woke ideologies. Ownership of major media outlets allows them to shape public opinion and discourse, portraying ESG initiatives as essential for corporate responsibility and societal progress. This narrative control not only legitimizes their agendas but also marginalizes dissenting voices critical of woke policies.

Consumer and Investor Rights

The tactics employed by progressive elites to promote woke agendas raises fundamental questions about consumer and investor rights. The prioritization of political correctness over economic performance hurts your retirement savings. It’s adding insult to injury that ESG investing gives you less money for

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retirement AND uses the money you do have to further progressive political agendas you disagree with!

By scrutinizing these tactics and their implications, individuals can better understand the forces at play in modern corporate governance and advocate for transparency and accountability.

Understanding the tactics of progressive elites in advancing woke agendas through corporate and political influence is crucial for comprehending their impact on democratic processes and our economy.

As we continue, we will uncover strategies for mitigating these influences and safeguarding your personal investments and democratic rights against woke ideological coercion.

Section 4: Empowering Yourself

Start by recognizing your influence as a consumer and investor in the marketplace. Your purchasing decisions and investment choices have power to shape corporate behavior and market dynamics.

By recognizing your role as a stakeholder, you realize you do not need to be a victim of progressive elites' agendas. You can leverage your choices to protect your retirement funds and use your influence to advocate for practices that align with your values and economic interests.

How to Keep Your Retirement Funds Out of the Hands of Progressive Elites

You're at serious risk of having your retirement funds used by progressive elites to manipulate companies into their green and woke radical agendas.

If you use a financial advisor, here are the four questions you need to ask to keep your retirement funds away from progressive elites' sneaky agendas in the future.

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1. *Am I invested in any funds that exclude and punish stocks or bonds because they are elites' politically incorrect companies (like nuclear energy, mining and oil & gas exploration, and gun and defense manufacturing)?*
2. *Am I invested in any funds that invest in stocks or bonds to reward companies for following elites' green and woke political agendas?*
3. *Am I invested in any funds that invest in companies but use my stock shares to vote for their own elite green and woke political agendas?*
4. *What changes will you make so my investments are focused on winning my retirement instead of winning political elites' green and woke agendas?*

How to Fight Back Against Progressive Elites' Radical Green and Woke Agendas

Educate yourself and others about the implications of woke ESG policies on consumer rights, economic freedoms, and democratic governance.

Share insights from reliable sources and engage in discussions that highlight the discrepancies between corporate rhetoric and actual practices.

Building awareness fosters a community of informed consumers and investors committed to promoting transparency and real accountability.

Participate in advocacy efforts to promote market accountability and challenging corporate practices influenced by radical, woke ideological agendas.

Support consumer advocacy groups and organizations scrutinizing ESG compliance and advocating for fair business practices.

Exercise your shareholder rights by actively participating in corporate governance processes. Attend annual meetings, vote on proxy proposals, and engage with company management to voice concerns about woke ESG initiatives that may undermine shareholder value.



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Explore investment opportunities in businesses that prioritize economic performance and shareholder value over ideological conformity. Shop at businesses that reject woke ideology and put good products and customer satisfaction over progressive politics.

Advocate for legislative transparency and accountability in ESG criteria and corporate governance policies. Support initiatives that promote clear reporting standards and disclosure requirements for companies implementing woke ideologies.

Section 5: Roadmap to Reclaiming Power

Consumers' Research is an independent educational 501(c)3 nonprofit organization that puts consumers first, fights against woke ESG, and informs the public on progressive elites' radical plans to hijack capitalism to enforce their green and woke agendas.

When we reveal their sneaky plans, we embarrass progressive elites and show more Americans how they can fight back against woke ideology hijacking your retirement savings and attacking your values with your own money.

Our efforts include:

- [Guerrilla marketing to expose progressive elites' power](#)
- [Consumer Warnings that provide hard-hitting research on the worst offenders for consumers to avoid](#)
- [Woke Alerts that counter the pressures of the woke mob on companies](#)
- [A clearinghouse of information on state efforts to stop ESG locally](#)

Join the movement to hold corporations accountable, protect consumer rights, and uphold the principles of our competitive economy and constitution.



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You can take action today to partner with Consumers' Research in our fight against woke ideology overtaking American capitalism.

1. [Sign up for Woke Alerts](#) so you know the latest outrages and how to stop them.
2. [Report woke companies you see](#) that are prioritizing progressive politics over serving their customers.
3. [Donate](#) and your generous support helps us amplify consumers' voices across the country who want business to be business and woke politicians to keep their ideology out of it.

Bonus Section: Resources and Further Reading

Additional Information

Access links to recommended resources and further reading materials to deepen your understanding of woke ESG policies and their implications.

- [What is ESG? - Consumers' Research \(consumersresearch.org\)](#)
- [ESG 101 - Our Money Our Values](#)
- [Consumer Warning BlackRock Crushing America From Within - Consumers' Research \(consumersresearch.org\)](#)
- A look into how liberal-aligned political activists are shaping corporate policy through shareholder proposals - [SEC No-Action Audit Full Report - Consumers' Research \(consumersresearch.org\)](#)
- U.S. Securities and Exchange Commission colludes with conflicted start-up company on climate disclosures - [Persefoni Report - Consumers' Research \(consumersresearch.org\)](#)



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- [Consumers' Research Ceres Report - Consumers' Research \(consumersresearch.org\)](#)
- [Defeating the ESG Attack on the American Free Enterprise System - Consumers' Research \(consumersresearch.org\)](#)
- [Letter to Congress - New Report Details Inner Workings of the ESG Machine - Consumers' Research \(consumersresearch.org\)](#)
- [All about Blackrock](#)

