TALENT TOOL SUB-CATEGORY

Activism Overview

Advisor Reference Overview | Based on The Second Wave Life: Finding Purpose, Impact and Fulfillment, Post-Exit by Andrew Williams

Talent focus: Activism is cause-based action. Within the Talent Tool, it describes using the owner's voice, leadership, experience, influence, or resources to advance a cause or topic they care about.

What Activism Means in the Second Wave Life

Williams defines Activism as being a voice for furthering change or development in causes and topics that matter personally to the owner. It can include leadership, educating the public, board service, investing, and other forms of involvement. The category also includes cause-based action such as founding a nonprofit organization.

The important distinction is that Activism does not have to be political. The book presents it more broadly as taking a passion or concern to the next level and making a commitment to champion it. That commitment may be public and highly visible, or it may be quieter and more private.

How Activism May Be Expressed

- Taking a leadership role in a cause or organization.
- Educating others or helping increase public understanding of an issue.
- Serving on a board or becoming more deeply involved in organizational leadership.
- Investing financial resources in a cause or initiative the owner wants to advance.
- Founding or helping build a nonprofit organization.
- Using personal influence, relationships, or business experience to create change in a chosen area.

Central idea for advisors: Activism gives an owner a way to redirect the leadership, influence, energy, and commitment that once went into the business toward a cause that matters deeply to them.

Questions for Advisor Conversations

- What causes or topics do you care enough about that you would like to help move them forward?
- Where could your leadership experience or business knowledge be useful to an organization or cause?
- Would you rather contribute publicly as a visible leader or work more quietly behind the scenes?
- Are there boards, organizations, or initiatives where your experience could create meaningful change?
- Would you want to contribute primarily through leadership, education, financial support, or a combination of these?
- Which of your Tribes would be connected to this cause or benefit from the change you want to help create?

Connecting Activism to the Broader Talent Tool

The Talent Tool is designed to help owners determine what to do with the abilities, drive, and experience they carry beyond the business. Activism is one possible expression of those talents. Its value becomes clearer when the owner connects the cause to the Tribes they care about and identifies the specific value they can contribute.

Within the broader Personal Readiness Methodology, advisors can use the Activism category to help the owner move from a general statement such as "I want to make a difference" toward a more defined idea of the cause, community, role, and level of commitment involved.

What the Advisor Should Listen For

- The owner repeatedly talks about a cause, issue, or community problem with unusual energy or conviction.
- The owner wants to remain influential after exit but does not want another full-time business role.
- The owner has leadership, board, investing, or public-facing experience that could transfer to a cause-based setting.
- The owner is interested in starting or supporting a nonprofit organization.
- The owner wants to create change but has not yet decided whether the best contribution is time, leadership, education, money, or influence.
- The owner has identified a Tribe that matters deeply and is looking for a more active way to contribute to it.

Advisor Takeaway

> Activism is not a prescription that the owner become a public advocate. It is a framework for exploring whether a cause or topic deserves a more intentional share of the owner's post-exit leadership, voice, influence, or resources. The advisor's role is to help the owner clarify what matters, how they want to contribute, and how that contribution connects to their Values, Tribes, Talents, Time, and Treasure.

Suggested Use in the Advisor Portal

Use this overview alongside the Activism Tool video and related Talent Tool assets. It can serve as a quick advisor reference before owner conversations and as a companion resource when helping an owner determine whether cause-based action belongs in their Second Wave Life.

Source: Andrew Williams, The Second Wave Life: Finding Purpose, Impact and Fulfillment, Post-Exit, Talent Tool section: Activism.

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