



Leadership Now Project

Leadership Now Project is an organization of business and thought leaders committed to protecting and renewing American democracy.

Founded in 2017 by a group of Harvard Business School alumni, today the **Leadership Now Project** has members across more than 30 states, with local chapters in seven, representing a variety of industries and perspectives. Leadership Now collaborates with faculty at 15+ colleges and universities.

IN 2024, THE ORGANIZATION IS FOCUSED ON

- **Ensuring business leaders are informed, proactive and ready to respond to democracy threats, particularly related to the 2024 election**
- **Protecting elections and advancing strategic reforms in priority states**
- **Supporting highly qualified, moderate candidates in critical races**

HOW LEADERSHIP NOW HAS IMPACT

Leadership Now enables its members to strategically deploy their **influence, investment, and expertise** toward high-impact solutions for democracy. Using data-driven analysis and a unique network of academic and political experts, we pinpoint democracy risks and opportunities nationally and state by state. We have a track record of successful action including advancing pro-democracy legislation and ballot initiatives, taking positions against policies and candidates that undermine democracy, and making the business case for democracy backed by credible leaders and analysis.

MEMBERSHIP STRUCTURE AND BENEFITS

Leadership Now is a dues-paying membership organization of individual business leaders. Leadership Now provides its members:

- **The latest information and analysis:** in-person and virtual convenings feature leading scholars, practitioners, and thought leaders. Analytical products that curate the latest research to inform action at a state and national level
- **A platform for investment and collective action:** members are provided customized opportunities to invest, influence, and take action with other leaders in their state or industry matched to their time and interests
- **A unique network:** a like-minded community of business leaders across the country with access to experts, political and policy leaders

LEADERSHIP NOW 2022-3 IMPACT HIGHLIGHTS

- **Passing the Electoral Count Act:** Leadership Now members engaged with senators, published op-eds, and hosted on- and off-the-record convenings in support of this successful bipartisan federal legislation that clarifies the presidential transition process, reducing the risk of another January 6th.
- **Supporting Pro-Democracy Leaders in Wisconsin:** In 2022, Leadership Now's bipartisan Wisconsin members used a questionnaire to ask gubernatorial candidates to honor election outcomes. In a digital ad viewed 7M+ times, they endorsed Gov. Tony Evers, the sole candidate who committed to certifying future elections.
- **Passing Vote by Mail in New York:** In 2023, Leadership Now was part of a unique coalition that rapidly passed legislation to establish early voting by mail in NY for 13M+ eligible voters, increasing voter participation/turnout.
- **Protecting Ballot Initiatives in Ohio:** Leadership Now mobilized prominent Ohio business leaders in opposition to Issue 1, which sought to increase the threshold for passing citizen ballot initiatives. Leadership Now member perspectives and videos reached more than a million voters. The ballot measure was defeated in a special election (57% to 43%) in August 2023.
- **Filing amicus brief in *Disney v. DeSantis*:** Leadership Now filed a brief in this watershed case, focusing on how political retribution against a company's actions and speech threatens economic stability and democracy, setting a dangerous precedent.
- **Making the business case for democracy in the business press.** Leadership Now was covered in 100+ stories and podcasts in major media outlets (*FT*, *Fortune*, *Fast Company*, *New York Times*, and others) on democracy risks, leadership, and the economic case for democracy. Leadership Now grew its academic network to 15+ leading business and policy schools, including Harvard Business, the University of Michigan, Ohio State University, and Stanford.

REPORTS & PRESS

Leadership Now's unique analyses and member perspectives elucidate the risks to the wider business community.

- **Understanding U.S. Political Risk: Implications for Business.** Leadership Now executive presentation highlights critical threats to U.S. democracy and strategies for business to respond to risks and support a stable democracy. (December 2023)
- **Leadership Now State Democracy Report Card.** Leadership Now analysis grades each U.S. state based on objective third-party indicators of the performance of its electoral systems. Helps business leaders make informed decisions about state-level risks and reform opportunities. (2023)
- **How Business Leaders Can Renew Democracy.** Leadership Now CEO Daniella Ballou-Aares calls on business leaders to respond to threats to American democracy, while offering a powerful reminder of how the decline of democracy in other nations has impacted business. *TED Talk* (November 2023)
- **A New Place to Learn Civics: The Workplace.** Article discussing corporate civic engagement efforts, including a perspective from Leadership Now CEO Daniella Ballou-Aares. *New York Times* (October 2023)
- **Business Leaders Must Take Action on Climate and Voting Rights.** Article co-authored by Daniella Ballou-Aares and Academic Advisor Michael Porter. *Harvard Business Review* (November 2021)

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