Reluctantly, the tech industry has owned up to its deep social, political, and moral impacts. Now the hard work begins. A slew of ethical aids have emerged – toolkits, card decks, playbooks – but the true challenges run deeper, caused by complex human trade-offs, misaligned values, and faulty incentives. Can concerned technologists genuinely shift the moral cultures of high-performing tech firms, or will ethics remain a mere discussion point? Cennydd Bowles, author of Future Ethics, explores why nascent ethics initiatives stumble in tech companies, and suggest a radical new path that draws on collective power to engender system change and illuminate a radical new path that helps ethical advocates to consider hidden stakeholders and harms and that draws on collective power to engender system change.