

Adidas Written Report

Adidas has been a well established clothing brand that started in 1949. Originating in Germany, Adidas went from a small shoe company to the massive sportswear company that we all know today. Meeting its success from its growing popularity with its shoes and clothing, Adidas has always been able to capture the hearts of people around the world. Although most people know what Adidas looks like from the outside, some may ask, what is it like working for one of the biggest clothing brands in the world? Overall, Adidas is a reputable company that will offer students a great employment experience and should be considered for the career services program. By answering questions about company culture, employee training, and the economic standings of Adidas, we get a close look as to why Adidas is a well-respected company.

Adidas gets thousands of new employees a year, but what measures does Adidas take in order to make sure these employees are ready for the job? To answer that question, although Adidas does offer specialized two-week training for some employees with specific jobs regarding technology, a majority of employee training/learning comes from a sort of “on the job” experience, which means that most of the learning/training offered to employees is done on the field. Adidas defines its training culture using five principles; working is learning and learning is working, shift to an open collaborative learning environment, leadership means sharing, teaching and learning, innovation is part of everybody’s daily work, and create a culture of self-driven, life-long learning (“A New Way of Working and Learning: Adidas Style” by Jeanne Meister). One measure that Adidas has taken in order to follow these principles is by offering a group learning campus. Instead of offering classroom-only training programs, the Adidas group learning campus offers social and online learning experiences that are open to all employees at

any time(Meister, Jeanne). Adidas is far from your typical work environment and much like companies such as Google, it is clear that Adidas greatly values giving its employees a space to thrive and grow while working.

When deciding whether or not a person wants to work for a company, some important questions that he/she might ask are “what is my work schedule going to look like?” and “what fringe benefits are offered?” Like many other companies, Adidas has a 48 hour work week with a maximum of 60 hours including overtime. Employees are expected to work at least five days of the week with rarely any weekend work except for special occasions/company events. There is a required 24 hours of rest for every 7 day week as well. In terms of annual leave, employees receive 20-30 days of paid vacation time. Adidas also has no particularly busy season and work could remain consistent all year round, however, some trends including collaborations, holidays, and other major events can change this factor.

On top of the employee work schedule, Fringe benefits are also an important factor in deciding whether or not a person wants to work for a company because it shows how well a company values its employees. Hakeem Williams, a representative/employee for Adidas, states that he receives a 50% off discount for Adidas products, 15% off Adidas stocks, and a 401k plan. These are just to name a few of the benefits offered at Adidas. Other major benefits that employees have received include health insurance, paid maternity leave, family medical leave, professional development opportunities and now employees receive the option to work from home. Overall, Adidas is a company that truly values its employees and takes measures to ensure employee well-being inside and out of the workplace.

When you look at companies from around the world, every company has a corporate culture that they are defined by and their company cultures are influenced by what they

sell. Adidas as a company has a very distinct corporate culture. Since Adidas is centered around sportswear and athletes, it has a corporate culture centered around sports. In terms of promotions and ranking up in the company, according to Hakeem Williams, “Adidas is very competitive but does reward hard work and employees who excel and succeed in the workplace are recognized”. Promotional mobility in Adidas is like many other big name companies where employees have the opportunity to receive promotions based on their own works within the company. For an entry-level employee to receive a promotion he/she would first have to have a lot of experience in the company and then work hard and gain recognition in order to get a promotion. Overall, Adidas’ promotion system shows that the company truly values hard work and patience.

While mobility within the company is very competitive, the work environment in terms of how employees interact with each other, can be described as a sports team. Every employee at Adidas works together by sharing ideas, experiences, and knowledge in order to thrive in the workplace and increase productivity. Overall, Adidas has always been an open space where employees are able to share their knowledge on top of having open opportunities to grow and learn. Adidas exemplifies this open space by hosting events such as inspirational lunches, speaker series, and all-employee meetings(Zimmerman, Florian.”My First 30 Days at Adidas - A Cultural Shock”). With Adidas being a sporting goods company, employees also share a passion for sports and athletics that unites them. In the work environment, Adidas offers amenities such as gyms, climbing walls, tracks, and more that exemplify the company's core focus on sports and athletics, as well as giving employees a space to be active during work hours(Zimmerman, Florian). On top of having a focus on sports, Adidas is also very environmentally conscious.

Adidas’ company culture has always had a major focus on sustainability and on minimizing the environmental impact of its products. Adidas is constantly innovating and

changing their products in order to be more environmentally conscious, while at the same time keeping product quality in mind. Adidas takes extreme measures to use materials that are healthier for the environment. Some examples include the use of organic cotton, vegan products, and even using sustainable dye technology as alternatives(adidas.com/sustainability). On top of that, Adidas takes measures to ensure that every single step of the manufacturing process has the least environmental impact possible. This includes changes to shoebox designs in order to reduce weight and emissions along with measures to ensure that Adidas athletes reduce washing machine usage for Adidas products(adidas.com/us/futurecraft-allbirds). Adidas also requires that the brands they partner with be more environmentally conscious, and they won't partner with a company that uses unethical measures. By partnering with companies such as Parley, Bolt-Threads, Fashion for Good, and Allbirds, Adidas always has a means of innovating their products to have less of an environmental impact, as well as inspiring other companies to be more environmentally conscious. Adidas also provides a way for the everyday customer to participate in their environmental efforts. With the GiveBack program at Adidas, customers can send Adidas their unused gear from any brand in any condition in order to be reused for future products(adidas.com/us/giveback). As an incentive for customers to participate, Adidas offers rewards such as membership points and vouchers to use in-store. Overall, Adidas is a company that truly values the environment and sustainability more than most large companies in the world today. On top of its environmental values and focus on athletics, Adidas provides an environment that is extremely diverse and inclusive of different backgrounds.

As a company that makes products for practically anyone, whether its an infant or the elderly, Adidas makes sure its work environment is representative of its customer base. Adidas is always taking measures to globally reform its hiring and career development process in order to

increase representation from women, black, and indigenous peoples. In order to ensure that their environment is as diverse as possible, Adidas follows a DEI(Diversity, Equity, and Inclusion) system that is “championing individual uniqueness and cultivating a culture of belonging so that everyone can create at their best”(Lyons, Deb.”How Adidas Promotes Diversity, Equity, and Inclusion in the Workplace”). The DEI system is constantly changing, along with being checked regularly in order to match the diversity quota that is constantly shifting and it also gives Adidas an upper-hand against its competitors. As of 2021, Adidas has taken measures to fill at least 30% of new positions with African American or LatinX people and still remains as a pinnacle of diversity and inclusion(Lyons, Deb).

In an ever-changing world, companies must learn to adapt and grow in order to match the competition and thrive economically. As one of the clothing giants of the world, Adidas has shown that it is a company that is constantly able to adapt to new trends and remain ahead of the competition. Adidas remains to be the largest clothing manufacturer in Europe and is only second to Nike worldwide. With the recent Covid-19 pandemic, Adidas has been forced to adapt to a more digital world, where at the peak of the pandemic a majority of the customer base has been forced to stay home. When Adidas initially transitioned into a more digital world it saw great success with a 34% increase in sales in 2019(Nagarajan, Shalini.“Adidas is Using AI and 3D Printing to Cope with a Plunge in Sales During the Covid-19 Pandemic”). With the Covid-19 pandemic, Adidas has taken its digital format and adjusted it to better suit customers. During the pandemic, Adidas utilized more AI and 3d printing technology as well as partnered with companies that exclusively run virtually. Adidas also took the opportunity to market at-home products such as the Adidas slides along with offering customers free access to Adidas running and training apps in order to stay fit while stuck at home. The way Adidas reacted to the covid-

19 pandemic and a transition into a more digital world are just some examples of how Adidas has been able to adapt to different trends, but nonetheless, these events show that Adidas is an incredibly flexible company that is able to stay on top of the competition in an ever-changing world.

Overall, Adidas should be considered as a candidate to represent the career services department because it is a reputable company that truly values their employees and will offer our students great opportunities. Adidas creates an environment that many people can only dream of where employees are encouraged to learn and grow. Not only would it be a great company to work for, but Adidas has also been shown to hold its own against competitors and rise to new challenges by adapting and innovating to keep up with new trends. It is no wonder that Adidas remains to be one of the largest clothing manufacturers in the world to this day.