

Date: March 15, 2023

To: Professor Hartl

From: Emma Todd

Subject: Research Topic for Patagonia as a Potential Employer

To find a company that holds many unique values closely is very difficult to see demonstrated well. Patagonia believes in their employees to live life beyond their 9-5. They believe in making durable and quality products. While also deeply caring for the environment and the earth. To have a company that is as passionate about the outdoors as they desire their employees to be is such a unique culture. This possible employment could be the unique yet perfect fit for those like minded individuals.

The Problem

Often times large corporations seem to lose their motivation to have a connected and mentally healthy staff throughout the whole length of the pyramid. Corporations focus on their employees fitting the mold of the job and making that their life. We begin to cultivate a culture that circles around the job more than the people. Yet with Patagonia, they have two out of their three values focused on the world and people who live in it, which could be read as prioritizing life over their corporate success.

Overview

Patagonia Inc. is an outdoor apparel and equipment company. With their clothing stretching out to many different hobbies such as hiking, fishing, snow sports, camping, surfing, running, yoga, and so much more. Although their apparel is their initial product, they have extended to accessories and equipment that can be used for the same adventurous hobbies their customers partake in.

Audience

As a result of our research we have categorized it in this way:

Gatekeeper: Patagonia Board of Directors —being on the board of directors, they have the power to vote in the CEO's and other lead positions. They also determine the projects that will exemplify and shine light on the values they declared.

Primary: The corporate or office location employees. Those who are usually hired as full time salary and are involved in more aspects of the company beyond just the cartaking of the store and customer service.

Secondary: Retail Employees, those who are working minimum wage positions as temporary occupational positions.

Topics to Investigate

1. What training is available to new employees?
2. How soon is the average entry-level person promoted?
3. How much travel and weekend work are expected?
4. Is there a “busy season,” or is the workload consistent year-round?
5. What fringe benefits are offered?
6. What is the corporate culture?
7. Is the climate nonracist and nonsexist?
8. How strong is the company economically?
9. How is it likely to be affected by current economic, demographic, and political trends?

Methods & Resources

My top resource will be reliable websites that display aspects of their company such as New York Times, CNN, Forbes, Business Insider, and other reliable sources. I will also be using our University’s sourcing page through the library to find other published resources to use.

Qualifications

I have a decent amount of experience in working with extremely large companies that seem to have great amounts of employees across the nation. I also am deeply familiar with many of the values that Patagonia expresses. So with these particular attributes in mind, I feel that I can evaluate and recognize the truth that this company holds up.

Work Schedule

Researching

5 hours

March 30-31st

Creating Report	4 Hours	April 3 rd
Revising Report	2 Hours	April 6 th
Editing Report	3 Hours	April 13 th
Proofreading Report	1 Hour	April 26 th
Rehearsing Report	4 Hours	April 27 th

Call to Action

Once I complete this research, I hope to learn more about the pros and cons of their company. I wish to recognize the different aspects of the company's culture that can help one evaluate if this employer is the right fit for them. I also desire to learn deeply about the differences of culture between the gatekeeper, primary audience, and even the secondary audience of Patagonia.

<https://www.patagonia.com/culture.html>