

Patagonia as a Potential Employer: Recommendation Report

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History of Patagonia

Key Characteristics

- ❑ Yvon Chouinard established Patagonia in 1973
- ❑ First store located in Ventura California
- ❑ Started as an equipment company for mountain climbing
- ❑ Now is a multi-billion dollar company that produces apparel and equipment for countless outdoor enthusiasts
- ❑ Revolutionary and innovative working environment to combat the industrialization of the 9-5
- ❑ Priority for people and environment over profit



Impact on Community: “Let my People Go Surfing”

Corporate Culture: Provide a working environment for employees to live life outside of the workplace

- ❑ 2 hour surf or 21 mile bike ride along coast for lunch
- ❑ Corporate pays for annual ski trip
- ❑ Seminars during camping trips to enforce the environmental values
- ❑ Relaxed attire



Impact on Community: “Let my People Go Surfing”

Benefits:

- ❑ Free childcare at centers on work premises
- ❑ Patagonia pays for caregivers to bring kids on work trips
- ❑ 60 day paid internship with an environmental activist group
- ❑ Employees arrested during peaceful protests will have their bail paid for.
- ❑ Discount on company products
- ❑ Healthy organic food cafeterias and showers on site.
- ❑ Comprehensive health insurance, even to part-time employees.
- ❑ free yoga
- ❑ free scooters and skateboards and hiking trails out the back door

Environmental Impact: “Don’t Buy this Jacket”

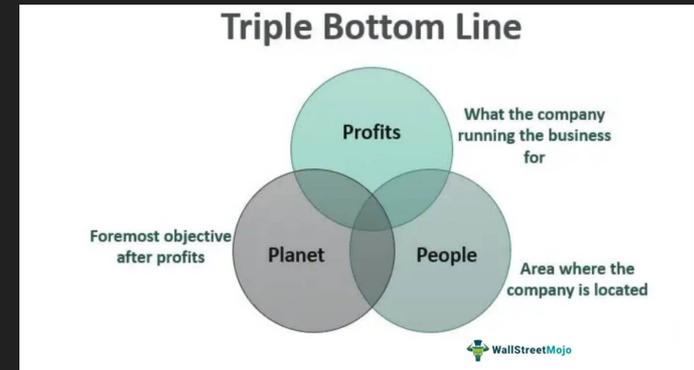
- ❑ Patagonia had a “Don’t Buy this Jacket” advertisement to support cutting back on overbuying.
- ❑ Best parking spots aren’t given to top management, rather those with the most eco friendly cars
- ❑ Once becoming away of this issues, they made a 13 month plan to completely replace their product with organic cotton to better the environment.
- ❑ Yvon Chouinard decided to give the 3 billion dollar company to a trust and non-profit to continue supporting the end of climate change.

**DON'T BUY
THIS JACKET**



Global Impact

- ❑ Warby Parker, Coca Cola, Chick-Fil-A have sent researchers to Patagonia to learn more about their success
- ❑ In 2018, the company received 355.7 million dollars in revenue
- ❑ their triple-bottom line system has grown the company twenty-eight times faster than most other companies
- ❑ Staff turnover rate is only 4%
- ❑ 50% of employees are Female



Opportunities

Due to culture and benefits they receive 9,000 applicants for every internship opportunity

Two Division Opportunities:

- ❑ Corporate Position
- ❑ Store Positions



Training Opportunity:

- ❑ library of training videos for Adobe® Illustrator®, Microsoft® Excel®
- ❑ Provides “brain food” classes such as: French culture, Sewing, Time management
- ❑ Minimum of 45 hours of training per year
- ❑ Provides full-paid internships for environmentalist groups

Conclusion

If you prioritize:

Life outside of your 9-5

The environment

The business experience

The culture of comradery

Patagonia is a great opportunity