

# LinkedIn Portraits of Purpose Companies

Practical tips to hire and engage  
talent with purpose.

**patagonia**<sup>®</sup>



# How to use these company cases.

We interviewed companies on five key areas where they use purpose at work and chose a few examples to share.

## Hiring



Employment  
branding

Examples of using  
purpose to  
attract talent.



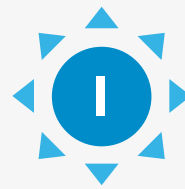
Selection

Examples of using  
purpose to  
select talent.

More on purpose-driven companies  
[Purpose: A practical guide](#)

55 page ebook

## Culture



Positive **impact**  
on others

Examples of reflecting back  
to employees the positive  
impact of their work.



Personal **growth**  
and development

Examples of unique things  
employees learn that improve  
their lives and careers.



Delivery of work  
through strong **relationships**

Examples of how to  
deliver work through  
authentic relationships.

More on purpose-driven talent  
[2016 Global Report on Purpose at Work](#)

32 page ebook





# A RESPONSIBILITY TO THE COMMUNITY AND THE PLANET

## Purpose defined

Founded by Yvon Chouinard in 1973, Patagonia set out on a mission to build the best product, cause no unnecessary harm, and use business to inspire and implement solutions to address issues related to the environment and social justice.

Patagonia believes the environmental crisis has reached a critical tipping point. Without commitments to reduce greenhouse gas emissions, defend clean water and air, and divest from dirty technologies, humankind will destroy our planet's ability to repair itself. For Patagonia, environmental leadership isn't something to do outside of work. It's the reason to be in business.



## Purpose as a foundation

Patagonia was the first California company to sign up for B certification, joining over 500 certified B Corporations in 60 different industries in January 2012. The B stands for “benefit,” and refers to benefiting workers, the community and the environment.

This means that the company’s core values are written into its charter and bylaws.

Being a B Corp requires an explicit social or environmental mission, and a legally binding fiduciary responsibility to take into account the interests of workers, the community, the environment, and shareholders.



*Benefit corporation legislation creates the legal framework to enable mission-driven companies like Patagonia to stay mission-driven through succession, capital raises, and even changes in ownership, by institutionalizing the values, culture, processes, and high standards put in place by founding entrepreneurs.*

Yvon Chouinard,  
founder of Patagonia

Certified



Corporation™





## A commitment to products, customers, and employees



THE  
FOOTPRINT  
CHRONICLES

TEXTILE  
MILLS



FACTORIES



FARMS



Patagonia's commitment to corporate responsibility ensures that products are produced under safe, fair, legal, and humane working conditions throughout the supply chain.

The company launched The Footprint Chronicles® to bring transparency to its supply chain, share learnings, and report on the social and environmental impact of its products.

In addition, the company invited Verité, the global auditing and training nonprofit organization, to train its 75 employees who visit supplier factories on how to apply Patagonia's Workplace Code of Conduct. The organization conducts refresher sessions every year to train new and seasoned employees.

In 2015, 34 individuals, 12 stores, and one entire department took advantage of the program — putting in almost 10,000 volunteer hours for 43 organizations.

### Environmental Internship Program

Patagonia employees are passionate about spending time in nature, as well as protecting it. The company allows employees to do just that through the Environmental Internship Program.

Employees can take up to two months away from their regular roles — on the company dime and with benefits — to work for the environmental group of their choice.





## Environmental grants and support by the numbers



**\$78 MILLION**

in grants and in-kind donations since 1985

**741**

environmental groups received a Patagonia grant in 2015

**3,400**

grassroots environmental groups supported since 1985

**500**

employees directly took part in awarding grants in 2015





## Selection

To determine fit for Patagonia's culture, the company searches for candidates who are already living its four core values:

- Integrity
- Environmentalism
- Quality
- Not bound by convention

With that said, the company also seeks out diversity and encourages employees to bring their authentic selves to work. The common bond shared by employees is the desire to do meaningful work.

There is no systemized manner of addressing customers and there is no required uniform, rather each employee is welcomed to bring their own history and knowledge to their work. They

are encouraged to interact with customers authentically, even if it requires talking someone out of a purchase. This approach has a twofold result as it draws both employees and customers to the brand who desire and value this sort of real, human connection.



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*Hiring people with diverse backgrounds brings in a flexibility of thought and openness to new ways of doing things, as opposed to hiring clones from business schools who have been taught a codified way of doing business. A business that thrives on being different requires different types of people.*

“Let My People Go Surfing”  
by Yvon Chouinard,  
founder of Patagonia





### Giving flight to purpose

When Kim Stroud, a sewing technician manager, first took interest in rehabilitating raptors through her Patagonia Environmental Internship, she would house the birds on Patagonia campus.

Since then, she's founded the Ojai Raptor Center, a wildlife rehabilitation center that specializes in birds of prey. People often drop in on Kim at the office, to deliver injured birds and small animals. It's a common sight to see Kim working at her desk with a raptor perched nearby. After all, these demonstrations of purpose are welcomed and celebrated.

With support from Patagonia, Kim took the Ojai Raptor Center from a backyard operation to having the largest flight cages in California.



### Supporting family bonds

Patagonia provides financial reimbursement to parents of newborns for hiring a caregiver while they travel for work. The hired caregiver, typically a teacher or support staff, often accompanies working mom and baby.

The company pays for not only the caregiver's wages but also expenses such as lodging, airfare, and meals.

[See more case studies →](#)

Purpose-oriented employees perform better and stay longer. To learn how to attract and retain these top talent, as well as how to strength purpose at your organisation as a competitive advantage, get the [“Practical Guide to Purpose”](#) and the [“2016 Global Report on Purpose at Work.”](#)