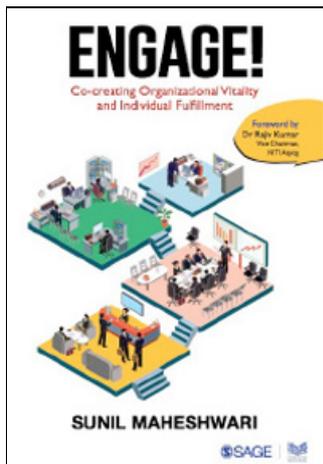


PEOPLE ENGAGEMENT SERIES



Good morning.

It is rather incomprehensible that a haloed retail brand can actually urge its prospective customers to think twice before buying its products. Patagonia does this and more, very successfully. It definitely is not a marketing gimmick.

This contrarian approach is at the root of Patagonia's single-minded objective of building an environmentally responsible and people-centric business; a business that'll soon notch up a billion dollars in sales revenue.

The accompanying Video and Research note dive deep into the DNA of Patagonia; about the coming together of outdoors, environmental stewardship, people engagement and family orientation to create an unique anti-corporation.

For most of the cubicle dwellers, this issue truly a breath of fresh air. Enjoy.

Warmly,
[The Editorial Team](#)



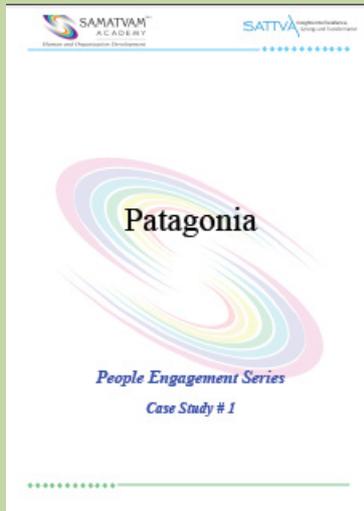
Patagonia: The building of an outdoorsy corporation



Get ready for a cinematic exploration of Patagonia; of how a small fabricator of mountain climbing tools evolved into a sought-after manufacturer of a wide variety of environment-friendly products for outdoor activities.

It is a fascinating study of how **Yvon Chouinard**, as a young hobby mountain climber noticed a business opportunity in the lack of well-designed outdoor gear. It was the moment that turned Yvon into a reluctant businessman. A businessman-tinkerer with a resolute focus on the protection of environment and people values.

Know how Yvon's faith led to Patagonia's **Reduce, Repair, Reuse** and **Recycle** philosophy around which the entire company is built. [More](#)



Patagonia: As much about people as about products

Considered as one of the most environmentally responsible companies on the planet, Patagonia is a complete anti-thesis of the conventional corporation. Some of its features are:

1. **Conservation:** Running America's largest repair facility that carries out more than 40,000 individual repairs annually.
2. **People policies:** Work environment that offers the highest flexibility to carry out professional responsibilities without compromising on family time.
3. **Relational integrity:** How strong values, ethical leadership and environmental responsibility can create a highly profitable corporation.
4. **Responsible practices:** Environment friendly and organic manufacturing practices throughout the supply chain.
5. **Compensating the planet:** The motivation to donate one percent of its sales revenue to over 650 grassroots environmental organizations, every year.

[Read the full note.](#)



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The Engagement Imperative



November 2018
Celebrating the 100th issue



October 2018
Perception - The Art of Seeing



September 2018
Pratyahara



