

Ethical behaviour social responsibility

[Experience](#), [Responsibility](#)



Guests decide which local charities they would like to support and the store then selects up to eight of these to be part of the program. Lululemon Athletic is also committed to the Centre for Integrated Healing, an organization dedicated to holistic treatment and prevention of cancer, and Silken Lawman's community-oriented Active Kids Movement. 8 Growth and Community Commitment The company has plans to open nearly 200 new stores worldwide. In preparation, Lululemon Athletic has hired an experienced CEO, Robert Myers, who was at the helm of Rebook for 15 years.

In 2005, the company implemented a five-year vision called the Community Legacies program which is based on the belief that "every person we hire, garment we create, store we open, customer we educate, and yoga class we attend contributes to building a legacy in our communities." 9 This goal and action plan, along with the deep-rooted commitment to ethical business practices and maintaining a healthy and fun-filled environment in communities it operates in, will guide Lululemon Athletic towards success as a global retailer.

Questions 1. Discuss leadership beliefs that guide the socially responsible practices at Lululemon Athletic. (10) 2. Evaluate Lululemon Athletics social performance with respect to its economic, legal, ethical, and discretionary responsibilities. 8) 3. What social responsibility strategy is Lululemon Athletic pursuing? Explain The Case Study due date: The Case Study should be typewritten and double-spaced using a 12 font setting. Suggested Answers Lululemon Athletic.

People-? the belief that people do their best in healthy work environments with a balance of work and family life. The company mission is that they will provide components for people to live a longer, healthier and more fun life. Educators participate in in-store yoga sessions. The core values specifically address the fact that there is no separation between health, family, and work. The product is purchased by people who have integrated health and wellness into their daily lives.

Communities-? a belief that organizations perform best when located in healthy communities. The focus of the company is to develop healthier communities in each of the areas of the world that it does business. Natural environment-? a belief that organizations gain by treating the natural environment with respect. The company recently introduced a natural, organic-fiber clothing line. Long term-? a belief that organizations must be managed and led for long-term success. The company is being managed by an experienced CEO, Robert Myers.

It has created the five-year vision. Reputation-? the belief that one's reputation must be protected to ensure consumer and stakeholder support. This is a multi-million dollar company with plans to become a global retailer. It invests money in keeping its educators, guests, and ambassadors knowledgeable about products and well-informed about athletic opportunities in the community. It has created a brand and a culture that relies in the product. Management acts on by its educators and guests. Economic, legal, ethical, and discretionary responsibilities.

Is the organization's economic responsibility met? The company is valued at over \$220 million. Strong financial results have been achieved in less than 10 years. The company has plans to open 200 new stores. The company provides products and services that are desired by its guests. Is the organization's legal responsibility met? The company's Community Legacies program publicly addresses the belief that " every person we hire, garment we create, store we open, customer we educate and yoga class we attend contributes to building a legacy in our communities".