

Nike organisation essay



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Introduction Nike's organisation structure/design Diversity and inclusion mean different things in different countries and to different people. At Nike, Diversity and Inclusion is what drives creativity and innovation. It takes every one of our over 30, 000 employees working at the top of their game for Nike to reach its highest potential. And we know that outstanding teams are composed of diverse people, backgrounds and skill sets. Nike's ability to lead in innovation and creativity hinges on our ability to attract and retain the best global talent. Nike has appointed a Vice President of Global Diversity and Inclusion, Gina A.

Warren, to lead efforts in support of Nike's Diversity and Inclusion vision. Nike's vision is for every team to be high-performing, diverse and inclusive. To achieve this vision, our strategy is to: cultivate diversity and inclusion to develop world-class, high-performing teams ignite change and inspire critical conversations around diversity, inclusion and innovation create venues and environments for open dialogue, diverse opinions and a multitude of perspectives To develop a unified vision of what diversity and inclusion means to our company and to our employees, we asked them what they thought.

Nike employees across the world articulated a consistent, four-pronged business case for diversity: Diversity drives recruitment of the most dynamic people. Diversity enriches the creativity and innovation that shapes the brand. Diversity grows competitive advantage. Diversity heightens the stature and belief in the brand and within our culturally diverse consumer base. Nike's Diversity and Inclusion Team We're an innovation company. We take risks.

Our commitment to diversity is an integral part of who we are as a company, as well as how we contribute to the world around us. That's why we have a Diversity and Inclusion team dedicated to ensuring every team at Nike is diverse, inclusive and performing their best. Our Diversity and Inclusion team focuses on three areas: Engaging Employees Providing Business Consultation Developing Innovative Tools, Models and Designs “ Diversity and Inclusion is fundamental to Nike's performance. It's what makes us better.

It's what makes us smarter. It helps our business grow and helps us connect with consumers. ” —Gina A. Warren, VP Global Diversity & Inclusion The relationship between Nike's organisation and its environment Global Women's Leadership Council As part of our commitment to Diversity and Inclusion, Nike also has a Global Women's Leadership Council (GWLC). The GWLC promotes and supports the career advancement of women within the company; the Council is focused on advocacy, building connections, catalyzing action, and measuring results.

The Council plays an important role for Nike, as we work to become the employer and brand of choice for talented women around the world. Mentoring programs, flextime policies, and consistent representation of women are a few examples of how the GWLC helps support current and emerging women leaders at all levels throughout the company. The Council ensures Nike continues to be a great place to work. Employee Networks Nike Employee Networks are designed to help Nike move toward greater diversity. In the U. S. , six employee networks focus attention on important communities within Nike.

The intended role of each network is to foster professional development, enhance work performance, identify mentors, assist in recruiting diverse professionals, develop increased community interaction, and encourage improved teamwork and interaction within and across work groups. Native American Employee Network Mission: To increase awareness and continue to educate Nike employees about the Native American culture. Through educational opportunities, seminars, speakers and community involvement, NAEN continues to increase awareness of Native American values and culture at Nike.

By sponsoring sporting events and various youth programs, the group creates visible community support and inspiration for Native cultures. With their help, the North American Native American community will understand Nike is an employer of choice. Latino Employee Network Mission: To increase the awareness of the Hispanic/Latino culture at Nike, explore diversity in the Nike workplace, develop resources to increase career and cultural growth for Nike employees, strengthen ties to the Hispanic/Latino community and develop initiatives that align with Nike business strategies.

The Latino Employee Network encourages all Nike employees to experience Hispanic/Latino culture. The group holds monthly network meetings to discuss Hispanic/Latino initiatives and activities, and celebrates Hispanic/Latino cultural events such as Cinco de Mayo and Hispanic Heritage Month. Gay, Lesbian, Bisexual, Transgender ; Friends Employee Network Mission: To increase awareness and understanding of Nike's gay, lesbian, bisexual and transgender community through the promotion of various

educational and supportive events. Education and understanding can go a long way.

Nike's GLBTFEN works to raise awareness and educate Nike employees about the group's collective experience through educational forums, speakers, literary works, as well as other activities and media. They assist in revising existing corporate policies and procedures, and creating new ones to increase awareness and combat discrimination. Their hope is to create partnership opportunities between Nike and the GLBT community, and to build a network and forum for sharing that is fully supportive of gay, lesbian, bi-sexual and transgender individuals. Disabled Employee Network

Nike created the Casey Martin award in 2001 to celebrate athletes with disabilities. Asia Pacific Employee Network Mission: To promote awareness and understanding of Asia Pacific cultures in pursuit of corporate objectives and employee growth. It's a big world. APEN enhances our employees' awareness and understanding of Asia Pacific culture. They work to increase involvement within the Asia Pacific communities, both locally and globally where we do business as well as support Nike's business strategies for the Asia Pacific consumer. Black Employee and Friends Network (BEN)

Mission: To add value to the Nike business by promoting an environment that attracts, promotes and retains black employees. Nike's Black Employee & Friends Network (BEN) offers a strong support system for black employees to facilitate a successful transition into Nike's corporate culture. The network also builds human resources support for identifying and bringing to Nike qualified black candidates. BEN offers resources to help incorporate the

cultural nuances of the black consumer market in Nike's global marketing strategies. Ultimately, the BEN enhances cultural awareness for Nike and its black employees.

Overview We believe diversity drives innovation. And if done effectively, managing diversity and working together can lead to a competitive advantage. Nike requires a broad base of suppliers that actively and significantly support our business requirements, and positively reflect the world in which we live and work. A well planned and executed Supplier Diversity program can have a favorable impact on our business by: Creating more competition in the supply chain Maintaining a connection to the consumer base Providing economic stimulus to the community

Contributing to the enhancement of our brand Who Qualifies? A minority-owned business is a for-profit enterprise, regardless of size, physically located in the United States or its trust territories, which is owned, operated and controlled by minority group members. " Minority group members" are United States citizens who are Asian, Black, Hispanic or Native American (see definitions below). Ownership by minority individuals means the business is at least 51% owned by such individuals or, in the case of a publicly-owned business, at least 51% of the stock is owned by one or more such individuals.

Furthermore, the management and daily operations of the business are controlled by those minority group members. In addition to Minority groups, Nike also recognizes for-profit businesses which are at least 51% owned, operated and controlled by a woman or women, Veteran-Owned, Service-Disabled Veteran Owned or Gay, Lesbian, Bisexual, or Transgender

American(s). According to the National Minority Supplier Development Council (NMSDC), minority groups are defined as follows: Asian-Indian A U. S. citizen whose origins are from India, Pakistan and Bangladesh. Asian-Pacific A U. S. citizen whose origins are from Japan, China, Indonesia, Malaysia, Taiwan, Korea, Vietnam, Laos, Cambodia, the Philippines, Thailand, Samoa, Guam, the U. S. Trust Territories of the Pacific or the Northern Marianas. Black A U. S. citizen having origins in any of the Black racial groups of Africa. Hispanic A U. S. citizen of true-born Hispanic heritage, from any of the Spanish-speaking areas of the following regions: Mexico, Central America, South America and the Caribbean Basin only. Brazilians shall be listed under Hispanic designation for review and certification purposes. Native American A person who is an American Indian, Eskimo, Aleut or Native Hawaiian, and regarded as such by the community of which the person claims to be a part. Native Americans must be documented members of a North American tribe, band or otherwise organized group of native people who are indigenous to the continental United States and proof can be provided through a Native American Blood Degree Certificate (i. e. , tribal registry letter, tribal roll register number). Nike requires certification as a diverse supplier. Please make sure you are certified by one of the following organizations or by the Federal, State or Local Government.

Governmental certifications are considered on a case-by-case basis.

Preamble NIKE, Inc. shares the widely-held view that climate change is a serious issue requiring immediate and meaningful action across government, industry, consumers and society. Nike, Inc. has made cutting greenhouse gas emissions across our operations, incorporating sustainability into the design

of our products and reducing our overall environmental footprint a cornerstone of our sustainability efforts. To this end, Nike takes seriously the issue of deforestation in the Amazon basin.

We understand how important rainforests are to health of the planet and the implications deforestation has on climate change and global warming. Nike has set clear goals to reduce our own environmental footprint and we continue to act to uphold those goals in our supply chain. The below policy sets forth Nike's requirements for transparency and traceability for Brazilian leather supplied for Nike products. In addition, Nike believes this is also a broader supply chain issue, requiring the involvement of all stakeholders to effect significant positive change.

Nike will continue to work with the industry's Leather Working Group, Greenpeace and other stakeholders to address this issue across the supply chain and, moving forward, we will also require all suppliers of leather for Nike product to join the Leather Working Group by December 2009. Our intention is for this policy to expire once a reliable system of governance is in place, with full traceability of cattle products and a guarantee that those products are not causing deforestation in the Amazon Biome.

To this end, Nike commits to the principles of Greenpeace's 'Commit or Cancel' policy with the enrolled explanations of how Nike intends to comply with the policy. Policy NIKE, Inc. (Nike) will not use leather in its products produced from cattle raised in the Amazon Biome as defined by IBGE Nike will require suppliers of Brazilian leather to certify, in writing, that they are

supplying leather for Nike Inc products from cattle raised outside of the Amazon Biome.