

Lululemon athletica assessment essay



**ASSIGN
BUSTER**

1. In preparation Lululemon has hired a new CEO, Robert Meers. His leadership's beliefs stem from a five-year vision called "Community Legacies program". This program 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". Not only does this goal/ action plan show his commitment to giving and leading people at Lululemon but also shows his interest in maintaining a health and fulfilled environment in communities they operate within. With Roberts Meers guidance I believe that Lululemon will achieve to grow as a global retailer.

2. In order to evaluate ones social performance one must take reference to the four main criteria, economic, legal, ethical, and discretionary responsibilities. Social performance has become more of an increasing factor within business due to corporate scandals, fear about globalization, and growing mistrust within business today. When referring to Lululemon with these criteria we see:

* Economic responsibilities- this responsibility refers to the company making a product of service to satisfy the needs or wants of a community yet maximizing profit for owners and stakeholders. Lululemon shows this in many ways, first off, their individuality. Although they provide the same lines of clothing from store to store, Lululemon has attempted to guide their educators to put their own individual "stamp" on each store. An example was given in the report about how a Toronto location added a running clinic to accommodate the Toronto Marathon while a Vancouver location might put on a snowshoeing clinic to accommodate the possible travelers into the

Rockies. This company also put forth the effort in order to create trust and loyalty by focusing on selling quality products, providing a positive store experience and empowering its staff and customers in multiple ways to increase their awareness about the company.

* Legal Responsibilities- this refers to a company obeying the rules and regulations laid out by that society. Robert Meers' action plan somewhat covers this in the sense that he is trying to maintain a healthy and fitting workplace for not only employees but customers also. Mr. Meers has over a decade of experience in dealing with the legal duties of a CEO and does not turn a blind eye to situations within the company. * Ethical Responsibilities- the ethical responsibilities may not be covered under the law but the organizations decisions should be made with equality, impartial respect to the rights of individuals. Lululemon has spent a significant amount of money on providing their staff with the correct training in being able to assess all situations in a respectful and productive manner. The goal that is objectified the most is providing customers with the best possible store and product experience and in doing so the staff must work as a team and a family to achieve this goal.

* Discretionary Responsibilities- The discretionary responsibilities refer to the corporations involvement with society, basically filling societies expectations on being a good citizen. Lululemon's passion drives from the core beliefs of yoga, which are that we are interconnected, and codependent of all beings on our planet. They host multiple clinics not only within their locations but also at specified events to teach the public about basic fitness. Also the CEO

strives on the fact that his goal is to try and maintain a healthy and fun filled environment for the communities around them.

3. Assessing Luluemon's organization as a whole I can say that they are running a " Proactive Strategy" because they take leadership in social initiatives, and meet the other 3 criteria of responsibility. In order for them to be at this level they have substantial prevention of adverse social impacts from the companies activities, and they took the lead in identifying and responding to the always-changing social issues of today.