

Nike World Headquarters Beaverton, OR



Nike, Inc. is known for its innovative brilliance in athletic sportswear. Over the years, Nike dedicated countless time and resources to better the business, its employees, the environment and the community that surrounds them. At the end of FY11, Nike employed almost 38,000 people on six continents.

Nike Affiliates are crucial to the innovation, design and further development of the Nike Brand. Nike will always be the leader in the industry due to the significant efforts on their part to make everyone feel like an athlete.

Cole Haan (luxury shoes, handbags and outerwear)



Converse (athletic footwear, apparel & accessories)



Hurley International (action sports, youth lifestyle apparel & accessories)



Umbro (licensed athletic & casual footwear for football and soccer)



Nike Golf (golf equipment, apparel, balls, footwear, bags & accessories)



The Jordan Brand (premium footwear apparel & accessories inspired by the visions of Michael Jordan)





Artifacts

The Nike Brand involves the design, development and quality of athletic gear that includes casual products, footwear, apparel, equipment and accessories.

Nike Affiliates are crucial to the innovation, design and further development of the Nike Brand. They consist of Cole Haan, Converse, Hurley International, Umbro, Nike Golf and the Jordon Brand.

The Nike World Campus spans 3 square miles and is centrally located in Beaverton, OR. There are thirteen (13) buildings that are named after famous athletes, two (2) soccer/football fields, twelve (12) parking areas for visitors and employees and a large man-made lake in the center of campus that was designed for employee enjoyment, diverse wildlife and various sporting events. There are two (2) fitness centers consisting of an Olympic size pool and state of the art equipment and staff, two (2) daycare centers, three (3) restaurants, two (2) full service cafeterias and a sports bar.

Community and environment involvement on behalf of Nike and its employees is ever present. Programs to increase awareness to energy & climate, labor, water & waste conservation have been developed over the years. The Nike Grind and Reuse-A-Shoe programs were created to recycle old tennis shoes and put the remains back into the company and community. This is done by donating tons of rubber to the community and schools to build better tracks and make playgrounds safer.



Espoused Values & Behaviors

Behavior and values consist of rigid goals set forth by leadership with the belief that there is an athlete in all of us. Innovation on behalf of employees is crucial to the success the Business. Communication and team building at all level of the company from Executive Management down is taken seriously and proper attention is given to sustain this system of beliefs.

A strong work ethic and commitment to company ethics and values never stops. Furthering education for employees through tuition assistance and networks setup to foster development in various areas have further promoted and encouraged those to seek this out.

Company beliefs system is designed to empower inspire and challenge employees. The strategies employed through human resources allow this potential to spread across the business to build great leaders to increase the business growth.

Employee networks are designed to allow Nike to move toward greater diversity and help foster professional development by networking across the teams. The employee networks are the Native American Network, Latino Network, Lesbian, Gay, Bisexual, Transgender Network, Ability (Disabilities) Network, Asia Pacific Network, Black Employee and Friends Network.

Athletes and employees keep innovation and quality alive at Nike. Famous athletes are a constant presence on campus, as are executive management. Unethical actions on the part of employees and athletes are considered based on individual instances. The Nike Code of Ethics guideline called “Inside the Lines” contains the rules of the game for Nike by making a commitment to always do the right thing.



Basic Assumptions

Everyone wants to be an athlete is a concept that is constantly driven assumption put forth by leadership to further company success by all employees. Motivation drives innovation and by applying healthy living pledges as part of the employee incentive benefit plan, employees gain access to a lifestyle that can lead to this.

Facilities for healthier living are built and designed onsite that facilitate individual growth towards healthy living and better decision making. There are two (2) facilities on the Nike World Campus: The Lance Armstrong and The Bo. These two centers have state of the art equipment along with Yoga, Pilate's and aerobic classes available throughout the day to demonstrate a commitment to reach everyone at any time.

Employee benefits at Nike are designed to provide employees with the opportunity to stay fit & healthy and create a positive work environment. Various health benefits packages are available based on geographic location, years of employment and individual employment level at the company. A risk-based, safety assessment program in place is meant to track and monitor employee use of the healthy stay fit programs, facilities and benefits offered to improve programs.

Career growth and development enables people from different cultural backgrounds to share knowledge. Various tools employed by leadership on a global scale assist in better understanding employee needs that include surveys, mentorship programs and diversity workshops.

WE ARE ALL WITNESSES.



President of Nike Brand



President of Direct to Consumer



President of Nike Foundation



Vice President of Design



Vice President Global HR



Vice President Government Affairs



Vice President Product Engines



Vice President Category & Marketing



Vice President Supply Chain



Vice President Innovation

President of Nike Affiliates



Chief Executive Officer Affiliates



VP Global Operations & Technology



Vice President & Chief Financial Officer



Vice President of Strategy



COLE HAAN

CONVERSE

Hurley



NIKE GOLF

