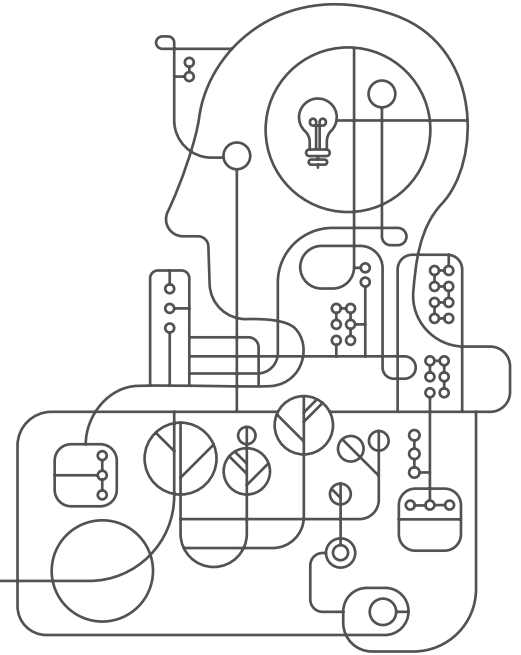


## Case Study: Patagonia

*“It’s important that coursework not feel overly stuffy in order to fit with our culture of activism, agility, and being unbound by convention. EVERFI’s coursework is light and approachable, while still covering all the basics needed to ensure our employees are fully compliant.”*

– Patrick Kelly, Program Manager, Talent Management, Patagonia



## PROFILE

Global retailer Patagonia leads with its values to create a sustainable company, and world.

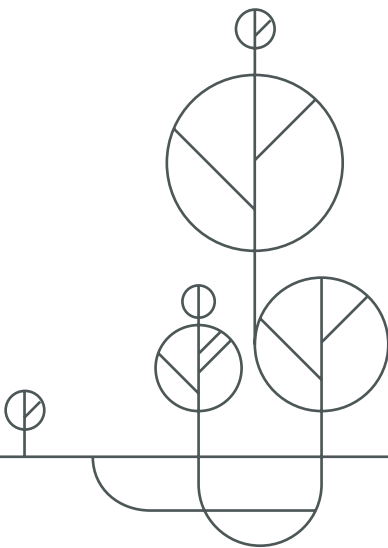
# patagonia®

Patagonia grew out of a small company that made tools for climbers. Decades after, the mountaineering spirit still imbues all parts of their business. For example, their products are made for simplicity and utility. Their talent, a passion for quality and social responsibility. Their mission, to do no more harm than necessary. Patagonia encourages their employees to make a living without losing their souls, and to produce products without damaging the environment. Led by its mission, values, and culture, Patagonia is focused on sustainability. They are an ideal climate for effective ethics and compliance.

## THE CHALLENGE

**Patagonia needed an easy way to deliver quality compliance training.**

Patagonia needed to free up time spent on traditional compliance so that it could focus on building better systems and tools for employees. Additionally, its locations made it difficult to ensure all employees attended in-person training sessions. In both cases, Patagonia looked for an easy way to train employees.





## THE SOLUTION

**A comprehensive online training platform with intuitive administrative tools, modern design, and expert-vetted content.**

Patrick Kelly, Program Manager, Talent Management, at Patagonia, values EVERFI's training platform for many reasons.

**Cloud-Based Convenience** - EVERFI's training is hosted in the cloud, providing 24/7 remote access so Patagonia employees can train at their convenience.

**Easy Tracking and Reporting** - An intuitive toolbox makes it simple for Patagonia to send reminders, track progress, and analyze trends to ensure training completion.

**Engaging User Experience** - Patagonia found EVERFI's user experience to be modern, clean, and intuitive.

**Integrations** - EVERFI offers multiple integrations of its platform, such as with Patagonia's HRIS system, Workday.

**Scalable** - EVERFI's online platform provides easy-to-use tools for mass deployments and tracking to employees across the globe.

**Dedicated Team** - EVERFI's product team constantly updates the platform and courseware, while the customer success team creates long-term relationships.

**Content** - EVERFI's instructional design and legal expertise gave Patagonia's team a complete training experience.

## TAKEAWAYS

*"The ease of use of EVERFI [training] on the back and front end helps us ensure we can meet our compliance requirements . . . [and] minimizes the pain points we might otherwise see with compliance training."*

EVERFI provides training that promotes a positive experience to engage learners across all work environments.

### CULTURE

Training reinforces a company's culture, a definitive factor of effective compliance.

### ENGAGEMENT

EVERFI coursework is accessible, well-adopted, and completed by learners.

### EASE OF USE

Tracking and reporting functions of the EVERFI platform are easy and intuitive.

