

CASE STUDY
Patagonia



Patagonia Employees Reach to Higher Levels of Design and Management with lynda.com

patagonia[®]

Organization:
Patagonia

City & State:
Ventura, California

Industry:
Outdoor Apparel &
Equipment

"lynda.com online training videos offer an easy and effective way for us to provide some essential training, whether an employee is located at company headquarters, our distribution center, one of our retail stores, or in Europe or Japan."

Lu Setnicka,
Training Director,
Human Resources,
Patagonia

CHALLENGE

Patagonia employees may be scattered around the globe, but they are a close-knit group when it comes to some common values — a love of the outdoors, a passion for quality, and a desire to make a difference. Product developers still follow the design principles set down by the first crew of climbers and surfers who founded the company more than 30 years ago — that of simplicity and utility.

Creating the highest quality tools and apparel requires that these product developers continue to keep their design skills sharp. One such developer set out to do just that and found lynda.com online training for Adobe® Illustrator®. She loved the experience and began to spread the word to coworkers, who in turn approached Patagonia's Training Director Lu Setnicka to see if the company would be interested in providing lynda.com training modules to others.

"Our product developers act as a bridge between design teams and the factory," says Setnicka. "They use Illustrator to communicate what's going on with a product, so it's important that they continually develop their skills with the software."

Once she saw what lynda.com had to offer, she realized that the courses would fit nicely within the company's goal of providing skills-based training. And since it was Internet-based, lynda.com offered a way to get reasonably priced training to employees around the world.

SOLUTION

Patagonia structures its training around the company's core values: environmentalism, quality, integrity, and "not [being] bound by convention." This unique approach opens up possibilities such as parent education, management training, wine tasting, and even trips to help restore ecosystems in what's becoming the largest national park in Patagonia, Chile. The kind of skills-based training offered by lynda.com fits into what Setnicka fondly calls the extremely important "quality bucket."

BENEFITS

"I look at these core values and then go out to discover creative ways to meet the educational needs of employees," says Setnicka. "Lynda.com online training videos offer an easy and effective way for us to provide some essential training, whether an employee is located at company headquarters, our distribution center, one of our retail stores, or in Europe or Japan."

Setnicka signed up for the Lynda.com Online Training Library® Multi-User Program, which offers her the flexibility to assign accounts to employees on a rotating basis.

Although Adobe Illustrator is one of the most popular training modules, employees are seeking out other Lynda.com training content, too. Microsoft® Excel® is popular, not only for the production department, but for managers out in the retail stores. Some users go online to learn more about Microsoft Outlook® for more effective email management. One project manager in creative services who does all of the scheduling for video projects is studying digital video principles. Some are brushing up on Microsoft Word® skills.

According to Setnicka, one of the most appealing features of Lynda.com training is that it's made very clear what's covered in each class and how much time each module will take.

"An employee can find out, down to the minute, how long a section of training will take," says Setnicka. "It makes it very easy to fit the training into a hectic schedule. Some work straight through, others pick and choose what they need help with, and everyone can go back and refresh their memories at any time."

RESULTS

Setnicka has found the flexibility that Lynda.com online training offers to be immeasurably valuable. Employees can get online and study whenever they want, wherever they are.

"Some of our product developers travel to factories in other parts of the U.S. or in other countries," says Setnicka. "Even if they're on an overseas trip, they can go online and develop their skills. Being able to access the training any time is a huge advantage."

She's also impressed by the wide range of curriculum that's available through the multi-user license.

"Different people have different training needs," she says. "Some employees need basic software skills, others need something more technical. It's all available through the program."

- › Provides an easy and effective way to offer training to employees located around the globe.
- › Offers flexibility for employees to learn when and where they want, even on overseas trips.
- › Covers a broad curriculum to meet varying needs.
- › Allows users to choose modules that match their needs and interests.

MORE INFORMATION

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