

## **Levi Strauss & Co.**

### **The Company**

- Privately held designer and manufacturer of casual clothing and one of the world's most recognized brands.

### **Business Need**

- Position the company to compete successfully in a volatile marketplace.
- Reverse financial downturn in sales and profitability.
- Create a flat, responsive, and empowered organization.

### **The Effort**

- Intensified commitment to corporate values ("Aspirations") throughout the company through implementation of a custom version of The Leadership Challenge Workshop, beginning with the executive team and rolling out to middle managers.
- In the custom workshop (Leadership Week), a high-involvement culture was instilled by building commitment to shared values.
- Consistently reinforced the values by aligning actions with values, which included revising hiring, promoting, and compensation policies.

### **Business Results**

- Increased responsibility, initiative, and accountability for personal and corporate success.
- Developed a series of company-wide task forces for creating new policies on key issues ranging from diversity and family balance to performance evaluation.

**"The comments I have heard about Leadership Week were euphoric. 'On a scale of one to ten, Leadership Week was an eleven!' Another said, 'It was my best single week in my 17 years at Levi Strauss & Co.!' I have never heard more consistent nor more positive responses to a training experience. Needless to say, I am elated for helping our people understand and commit to our aspirational goals – essential for our success in the future."**

-- Robert Haas, Chairman and CEO