



#JUST MAX IT

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UNLEASHING POTENTIAL

SUA JANG, NIKE HR



CONVERSE

Hurley



OUR MISSION

TO BRING **INSPIRATION** AND **INNOVATION**  
TO **EVERY ATHLETE\*** IN THE WORLD

\*IF YOU HAVE A BODY, YOU'RE AN ATHLETE.

NIKE PRODUCES IN

**43**

COUNTRIES

SELLS IN

**175**

COUNTRIES

**500M**

UNITS MOVE FROM ORIGIN TO DESTINATION

**\$35B**

NIKE REVENUE

HR OPPORTUNITIES

**ORG/STRUCTURE**

**EXTERNAL  
FACTORS**

**TALENT**

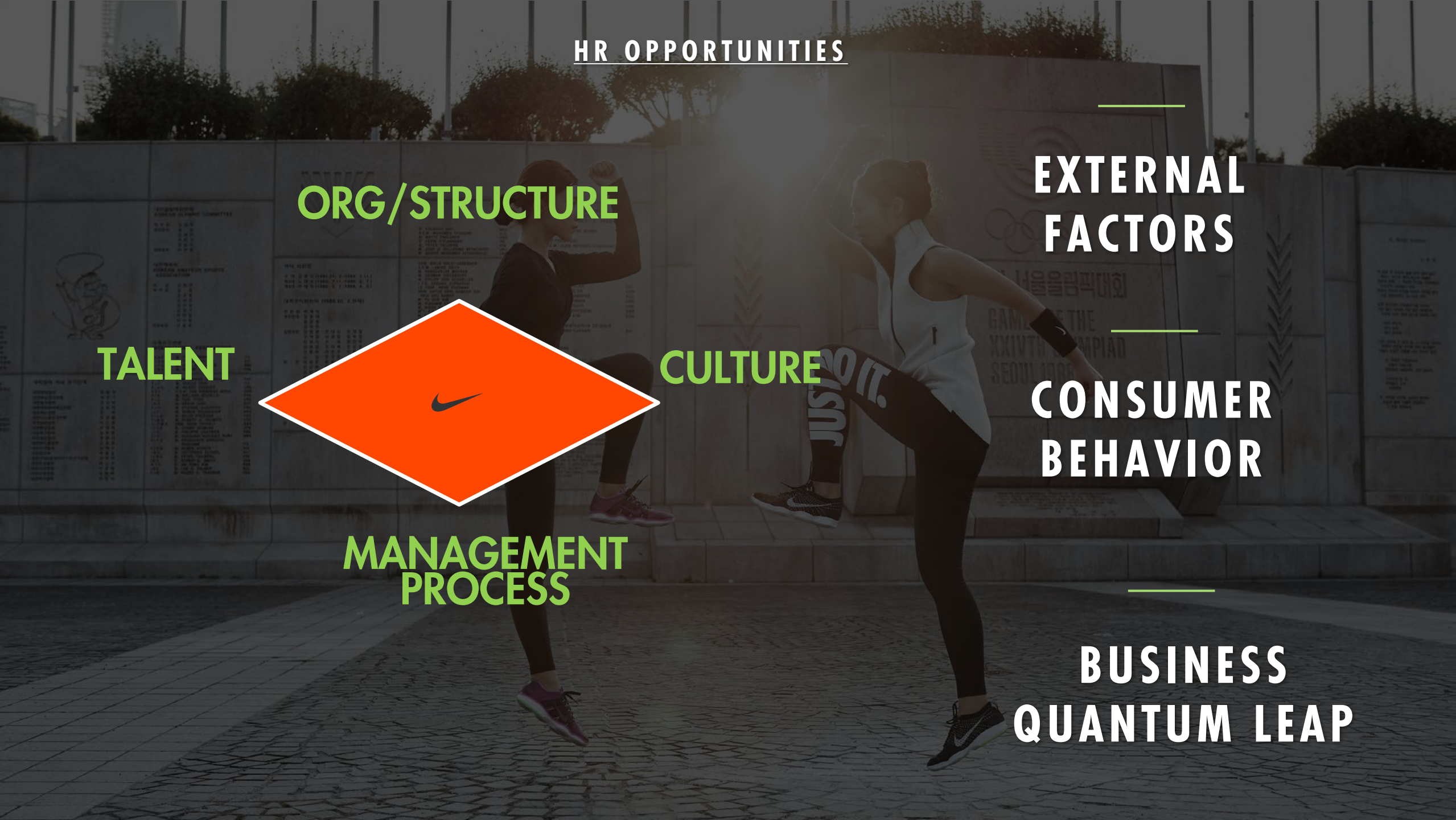
**CULTURE**

**CONSUMER  
BEHAVIOR**



**MANAGEMENT  
PROCESS**

**BUSINESS  
QUANTUM LEAP**





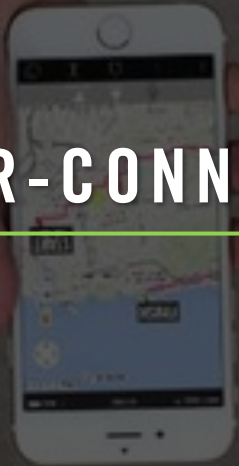
EXTERNAL FACTORS

**WE OPERATE IN  
A WORLD  
THAT WE DON'T  
CONTROL**

CONSUMER BEHAVIOR

# CONSUMER EXPECTATIONS CONTINUE TO ACCELERATE

HYPER-CONNECTED



YOUNG & FAST



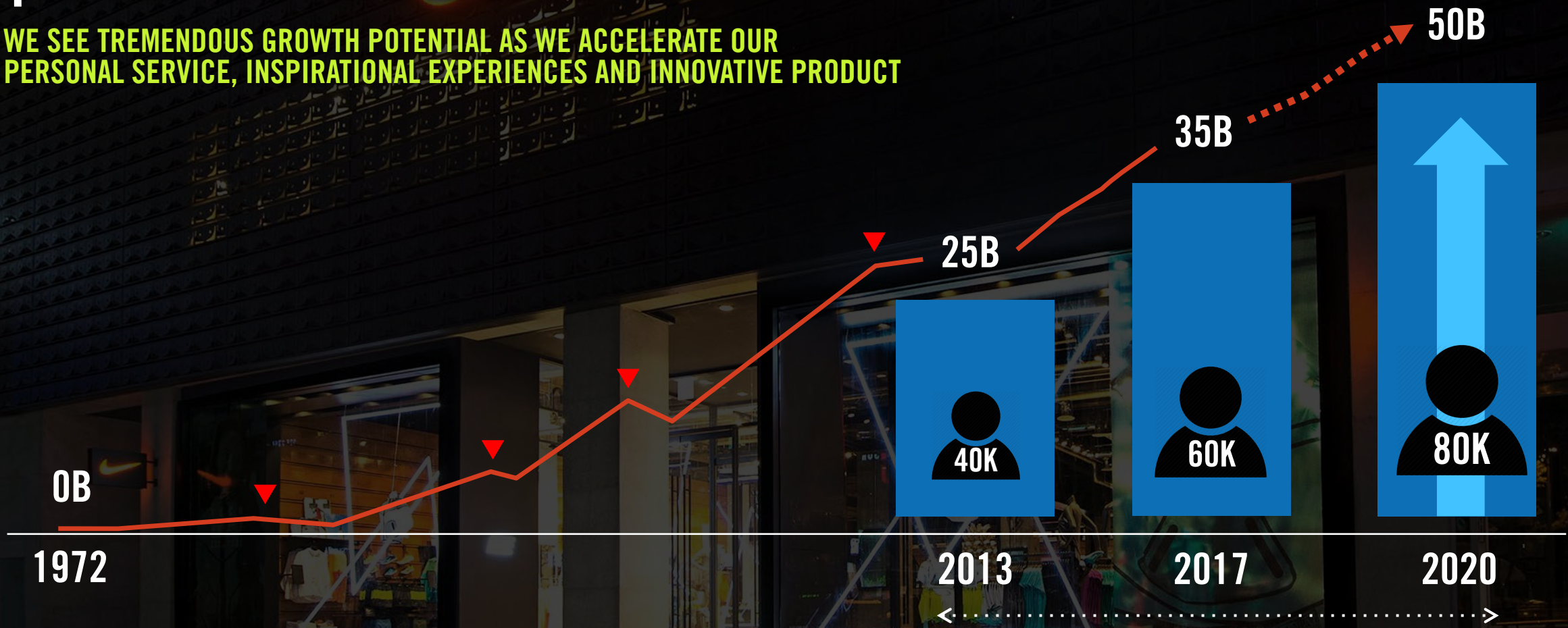
BOLD & FREE



BUSINESS QUANTUM LEAP

# \$50B BY 2020

WE SEE TREMENDOUS GROWTH POTENTIAL AS WE ACCELERATE OUR PERSONAL SERVICE, INSPIRATIONAL EXPERIENCES AND INNOVATIVE PRODUCT



← ..... →  
**STEEPEST GROWTH CHALLENGE**

FY 17-19 HR OPPORTUNITIES

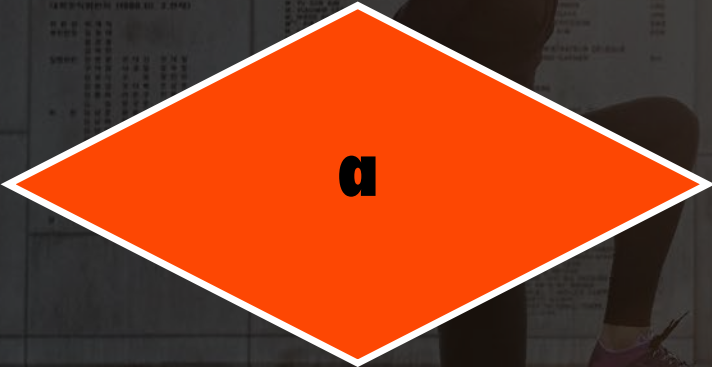
**ORG / STRUCTURE**

**EXTERNAL  
FACTORS**

**TALENT**

**CULTURE**

**CONSUMER  
BEHAVIOR**



**MANAGEMENT  
PROCESS**

**BUSINESS  
QUANTUM LEAP**

MANAGERS AS GROWTH DRIVER

“ WE ARE IN THE BUSINESS OF  
**UNLEASHING & MAXIMIZING**  
**HUMAN POTENTIAL** ”

NIKE'S COMPELLING BUSINESS OPPORTUNITY AND AGGRESSIVE GROWTH STRATEGY REQUIRES THAT  
**PEOPLE MANAGERS** ACT DIFFERENTLY





**X** MANAGER EXCELLENCE

DEVELOP WORLD-CLASS MANAGERS TO  
**UNLOCK THE POTENTIAL OF OUR TALENT**  
TO FUEL GROWTH

7,000+ PEOPLE  
MANAGERS

ACTING AS  
**'TALENT MULTIPLIERS'**

AS THEY  
**LEAD, COACH, DRIVE  
AND INSPIRE**  
INDIVIDUALS AND TEAMS ACROSS  
NIKE, INC.

# #JUST MAX IT JOURNEY

1

**LEARN**

**INCORPORATE  
WINNING HABITS**

**I AM A MULTIPLIER  
OF HUMAN POTENTIAL**

2

**APPLY**

**BE A COACH**

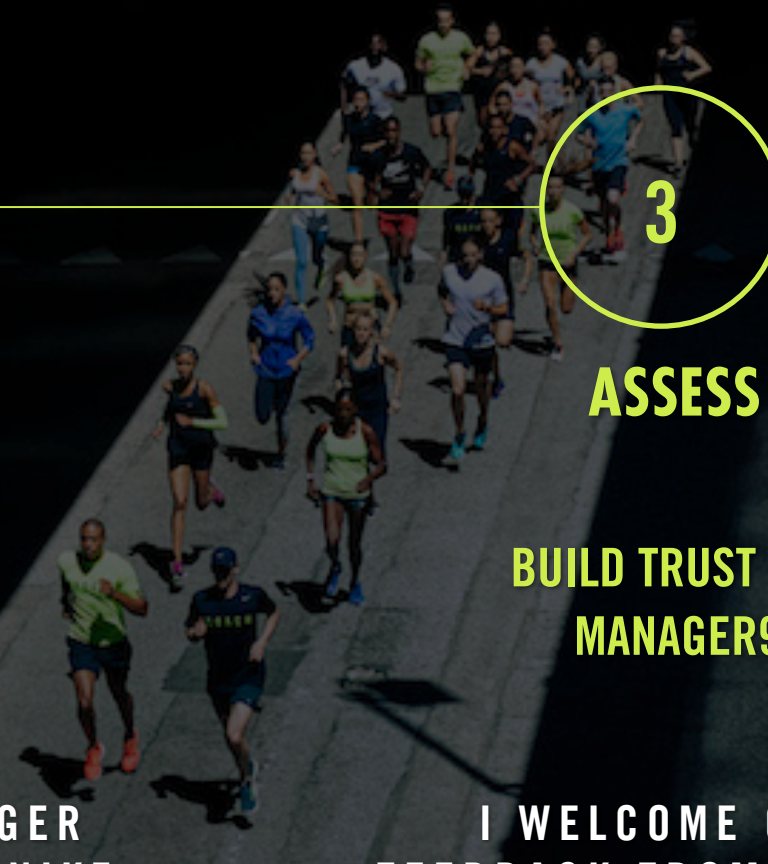
**I MODEL MANAGER  
EXCELLENCE AT NIKE**

3

**ASSESS**

**BUILD TRUST THRU  
MANAGER90**

**I WELCOME OPEN  
FEEDBACK FROM MY TEAM**





**THERE IS NO FINISH LINE.**





**MANAGER  
EXCELLENCE**



**THANK YOU**



**CONVERSE**

**Hurley**

