

Implementing New Training Frameworks and Performance Indicators for an Athletics Apparel Titan



ABOUT THE CLIENT

Our client is a global leader in athletic apparel and footwear. They're a multi-billion-dollar enterprise with iconic product lines and a strong brand identity centered around empowering athletes.

Their Global Product Writing team is responsible for writing, auditing, and editing all the copy for the various dimensions within their brand creative.

Challenge

The client's Global Product Writing team encountered co-employment challenges with their contract staff. Leadership was unsure about who should handle specific management tasks, and the lack of established success metrics left team members feeling unsupported and without clear direction.

Recognizing the need to address these issues and foster a supportive environment for the team's development, the client sought a partner to establish comprehensive reporting requirements and design a robust management and governance model.

Solution

Evergreen introduced a comprehensive team management structure led by a seasoned service delivery manager. This included regular 1:1 meetings, quarterly and 360 reviews, standardized training guidelines, roadmaps for 30, 60, and 90-day checkpoints, and comprehensive onboarding for new hires.

In addition to creating a management framework, we led each checkpoint assessment to ensure newly onboarded employees understood the training and felt supported.

Evergreen's support enabled our client to establish clear performance expectations within the first 90 days. With data-backed performance indicators in place, our client can confidently evaluate team performance, pinpoint areas of improvement, and foster a sense of stability in their product writing team.

Evergreen is now the client's sole provider of temporary marketing and design talent.