

DECATHLON



A family of five is hiking on a rocky trail. In the foreground, a man with a beard and a woman are walking towards the camera. Behind them, a young girl in a pink shirt is running, and a young boy in an orange shirt is walking. In the background, an older man with a beard and a backpack is walking. The trail is rocky and covered with low-lying vegetation. The background shows a range of mountains under a clear sky.

DECATHLON

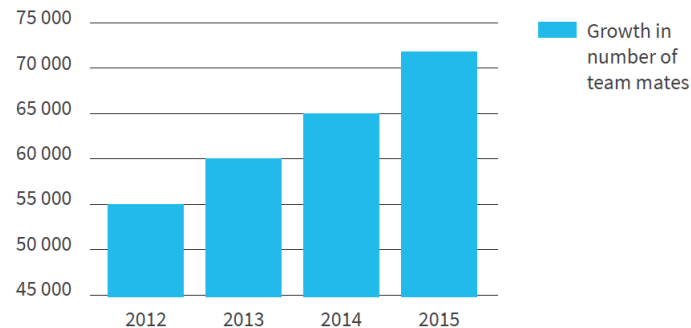
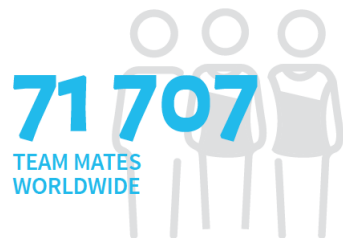
***POWER OF BOTTOM-UP APPROACH TO
DEVELOP COMPANY GUIDELINES***



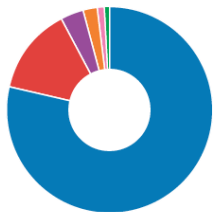
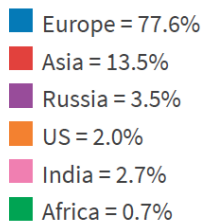
- *THE COMPANY*
- *VALUES AND SENSE*
- *EXP. HOW TO INVOLVE 70.000*
- *EMPLOYERS TO CREATE A COMMON*

THE COMPANY

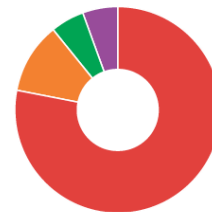
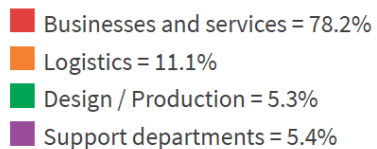
THE COMPANY



BREAKDOWN OF TEAM MATES BY GEOGRAPHICAL AREA



BREAKDOWN OF TEAM MATES BY ACTIVITY



THE VALUES AND SENSE

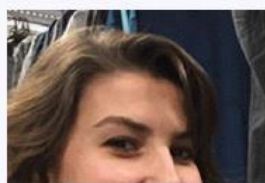


VITALITY & RESPONSIBILITY



OUR TEAMS

70.000 sportive teammates
80 nationalities
350 jobs





***WHEN PEOPLE BELIEVE,
THINGS COULD CHANGE***



***WHEN PEOPLE BELIEVE,
THINGS COULD CHANGE***

THINGS COULD

BELIEVE



***IMAGINE 70.000 PEOPLE
SHARING THE SAME DREAM!!!***



PROUD
OF WHAT I DO
TRUTH
SOLIDARITY
RESPONSIBILITY
FREEDOM
COMMON
GOOD
TRUST IN PEOPLE
I'M WORKING FOR
HAVING FUN
WHILE WORKING

WHY THIS PROJECT

TOGETHER

Live out our philosophy of “Freedom & Responsibility”

Co-create our common dream : a unique Decathlon Vision by federating everyone of our teammates from all around the world



*"TALENT WINS GAMES,
BUT TEAMWORK AND INTELLIGENCE WINS
CHAMPIONSHIPS."*

- Michael Jordan.

*HOW TO INVOLVE
70.000 EMPLOYEES
TO MAKE A COMMON DREAM*

STEPS



STEP 1

CONNECT

Teammeetings all over the World to explain the reasons of a dream/vision

One motivated person invite 5 further persons



STEP 2

INSPIRE

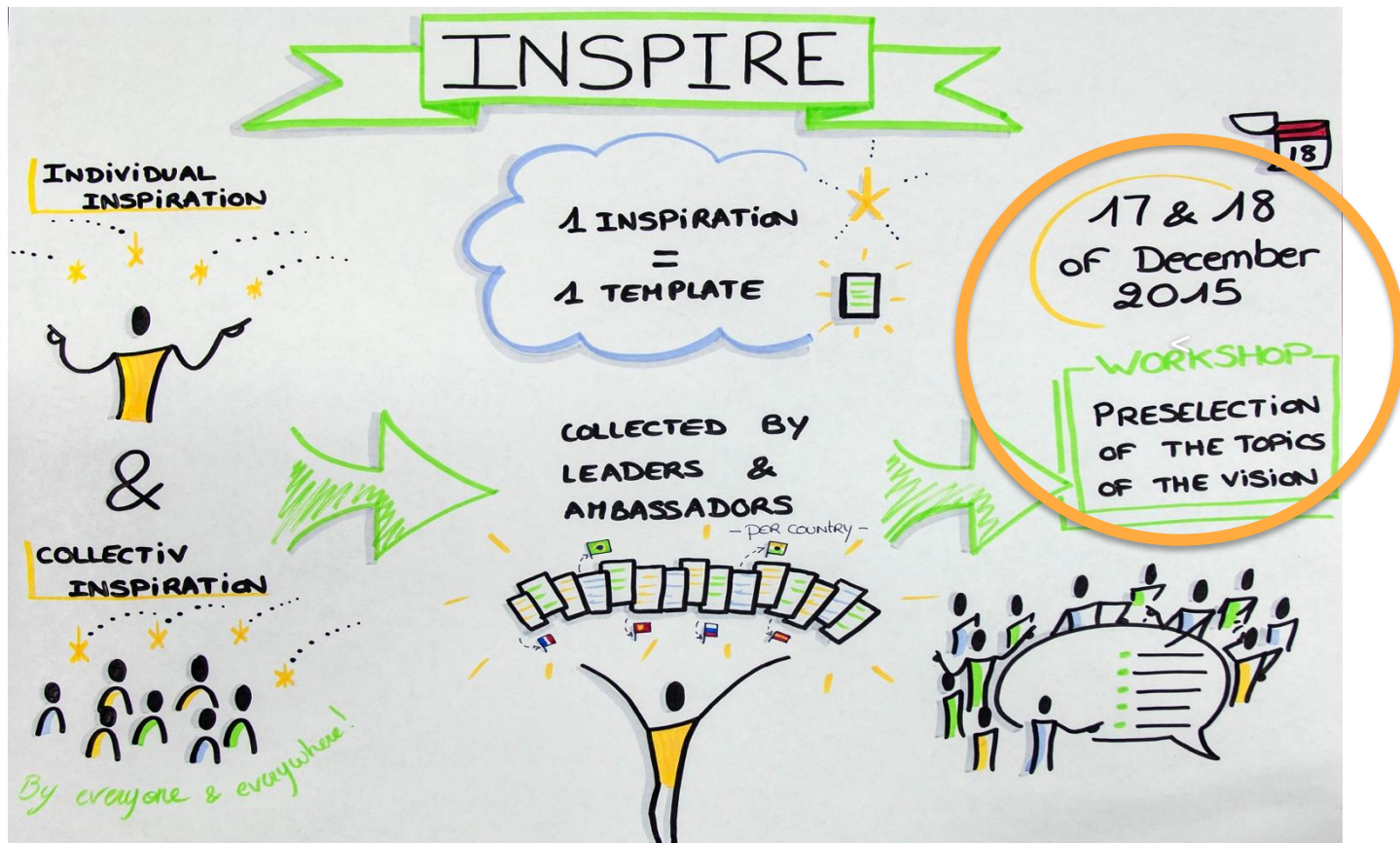
> 10.000 Team mates

By different workshops, by yourself, by external or internal communities



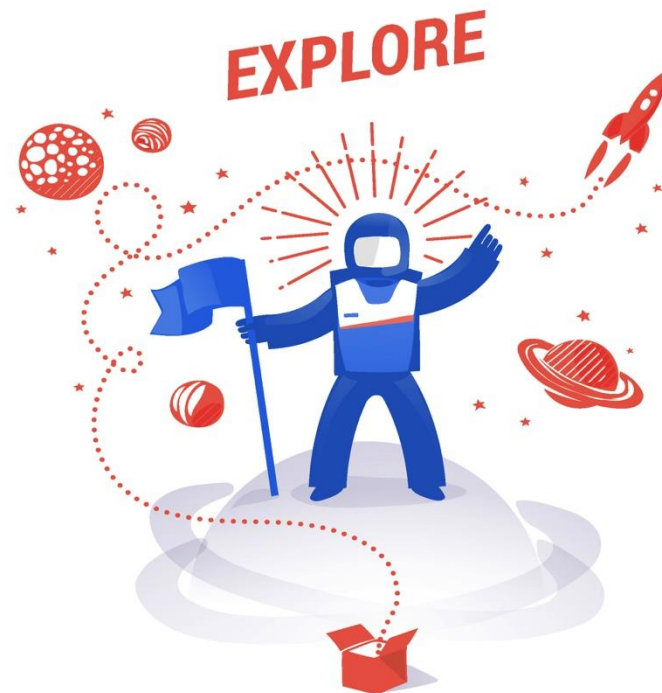
STEP 2

INSPIRE



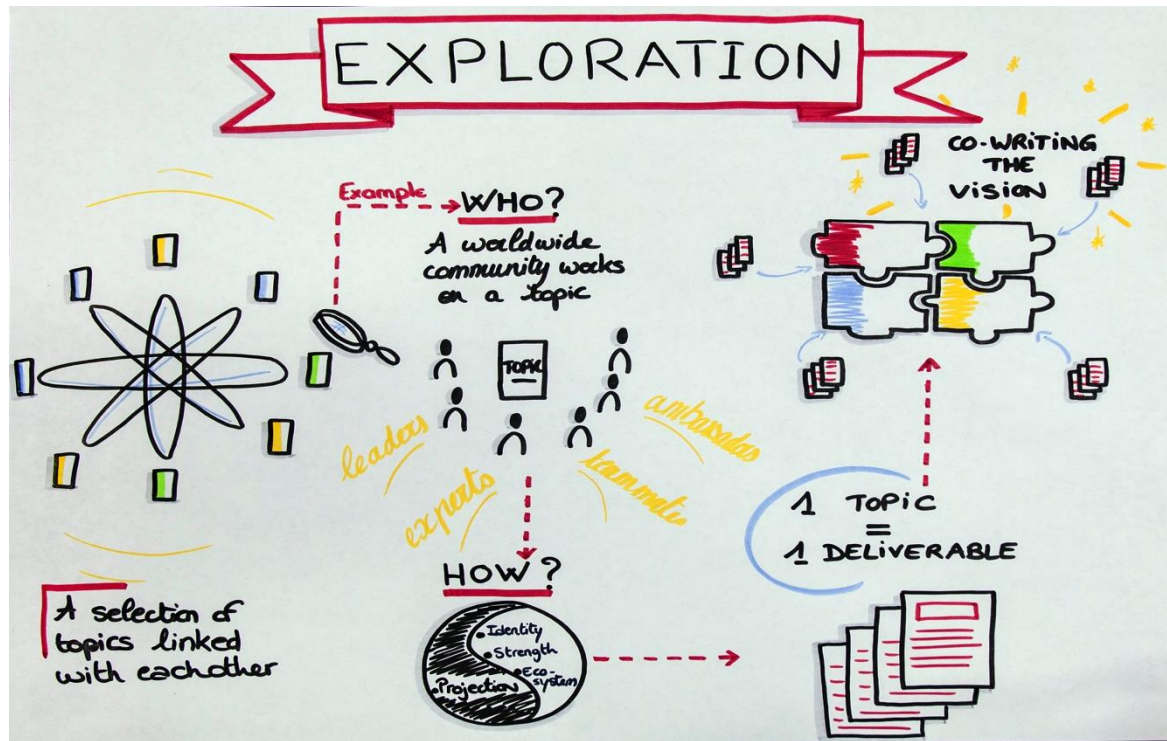
STEP 3

EXPLORE



STEP 3

EXPLORE



STEP 3

EXPLORE



STEP 4

Co-writing



KEY FACTS



KEY FACTS

- # Project Leaders & Ambassadors were recruited by **motivation**, not by potentiality/job title/working experience... => 77 000 teammates can participate;
- # We created 7 international communities **without silos** (retail, DMI, DII);
- # > **30 000** teammates contributed to the project from **29** countries;
- # Our **customers, partners and teammates' kids** participated;
- # **"Green"** and **"Co-"** are in the vision of Decathlon;
- # We experienced the **multi-roles** in Decathlon by taking Vision project as a mission;
- # We started an international project without any budget => **be smart cost oriented**; challenge ourselves to **think out of the box** with minimum resource.

...



WINNING TEAM MATES FIRST



Having a vision is all about having crazy dreams.
Dreams that I want to fight for, dreams that lead to ambitious strategies.

THANK YOU

DECATHLON

PHILIP KAUFMANN

