# Formal Report Proposal

By [ajay brach](http://engl301.arts.ubc.ca/author/ajay-brach/%22%20%5Co%20%22Posts%20by%20ajay%20brach) on October 5, 2016 – English 301

**To:** Lululemon Board Members

**From:** Ajay Brach

**Date:** October 5th, 2016

**Subject:** *Proposal for improving employee interaction within the Lululemon head offices*

**Introduction**

Having been employed by Lululemon this past year, I grew quick appreciation for the company. The company puts forth strong efforts into improving the wellbeing of their employee’s lives. One aspect of Lululemon that stood out to me immediately is the shier size of the company. Between the three offices within Vancouver there are over one thousand employees. For a company this size, forming strong friendships between employees in different departments and finding other employees with similar interests can be difficult.

In an environment with a large number of employees it is sometimes difficult to form friendships across departments and offices. Lululemon has a tremendous company culture and this has to do a lot with the personality of their employees they hire. A large number of the employees that work for Lululemon have hobbies and interests that stray outside of their work life. One of the reasons that I chose to work for Lululemon was because of the culture. I find that being surrounded by employees that have similar interests makes work more enjoyable.

**Statement of Problem**

One of the drawbacks of working for a large company is the difficulty in finding other employees with common interests and creating lasting relationships. Lululemon has grown substantially over the past 10 years. As a growth company it is can be difficult to adapt and make fixes to your company culture when growing rapidly. One of Lululemon's most important assets is the company's culture. This is why I feel Lululemon must address the issue of internal employee communication channels. When becoming a large company this is an area that needs attention. Lululemon has fitness classes, company events, online communication boards and weekly emails that update employees with news. I was impressed with the number of channels that they have implemented, however I still feel there is room to improve. Some difficulties that remain include: meeting people from other department, keeping in contact after your first encounter, and making friends based on common interests.

**Proposed Solution**

Ways that Lululemon can create smaller communities within their organization include:

* Improving their online communication channels and making them more effective
* Having company sports teams that that are easy to find and participate in
* Create ways that allow communities to form based on employee interests
* Create an easy way to communicate and organize smaller events

**Scope**

To create an effective plan and to address this issue I must first research five distinct areas:

1. What are all of Lululemon’s current initiatives that promote their company culture?
2. How do Lululemon employees find other employees with similar interests?
3. How do employees make friends in other departments?
4. Is it easy to organize small events?
5. Is it easy to find other people with similar interests as yourself?

**Methods**

I will conduct my research primarily through a thorough analysis of Lululemon’s current initiatives. This will include analyzing their online communication channels, attending fitness classes and looking through the previous year’s events calendar.

Secondary research will be conducted by looking outwards for companies of similar size. I will analyze the strategies that they have implemented. I will complete my analysis by comparing different strategies and forming recommendations.

**My Qualifications**

Having been employed by Lululemon this past year, I feel that I have the experience and knowledge to conduct a detailed  report. I was hired as a Budgeting Analyst which has given me great insight into the office culture. Once hired, I was eager to make friends and get involved. I familiarized myself with all of the resources available but I quickly realize that something was missing. My experience and perspective will prove as an asset when conducting this report.

**Conclusion**

Lululemon has put a great amount of effort into producing an amazing company culture. Creating communities is essential. For small businesses creating communities is a simpler task; employees have an easier time interacting and getting to know one another. As a company grows in size they must be creative in the ways they promote and foster employee relationships.  I feel that this is a pivotal time where we can address this issue. I can help by researching the areas that need improvement and suggest solutions. With your approval I can begin research at once.