

Patagonia reports excess customer service staff, offers relocation or voluntary exit opportunities.

## **Description**

Patagonia, a renowned outdoor-apparel brand, made headlines recently when it announced a major change for its customer service team. Due to overstaffing, the company asked a third of its employees to relocate to one of seven hub cities in the U.S. or leave the company. This move, part of a new model aimed at improving organizational efficiency, received mixed reactions from staff.

While some employees felt the decision was rushed and unfair, Patagonia's head of communications, Corley Kenna, emphasized that the company had been transparent about the transition. Known for its employee-friendly policies, Patagonia has long been a pioneer in promoting work-life balance and environmental initiatives.

Despite criticisms, Patagonia remains committed to its values. Founded by Yvon Chouinard, the company has always prioritized sustainability and giving back to the environment. With a reputation as one of the world's most reputable brands, Patagonia continues to lead the way in corporate responsibility.

This latest development reflects the challenges faced by companies seeking to adapt to changing work environments. As Patagonia navigates this transition, its dedication to innovation and employee well-being remains at the forefront of its business philosophy.

# **Vocabulary List:**

- 1. **Overstaffing** /'oʊ.vər,stæf.ɪŋ/ (noun): The condition of having more employees than necessary for a specific job or task.
- 2. **Relocate** /,ri:'loʊ.keɪt/ (verb): To move to a new location.
- 3. **Efficiency** /ɪˈfɪʃ.ən.si/ (noun): The ability to accomplish something with the least waste of time and effort.
- 4. **Sustainability** /səˌsteɪ.nə'bɪl.ɪ.ti/ (noun): The capacity to maintain ecological balance by avoiding depletion of natural resources.
- 5. Commitment /kəˈmɪt.mənt/ (noun): A pledge or promise to do something or to be loyal to a cause.
- 6. **Philosophy** /fɪ'lɑ:.sə.fi/ (noun): The study of fundamental nature of knowledge reality and existence; a particular system of beliefs.

# **Comprehension Questions**



### **Multiple Choice**

1. What prompted Patagonia to ask a third of its employees to relocate or leave the company?

Option: Overstaffing Option: Profit increase Option: New CEO decision

Option: Merger with another company

2. How many hub cities in the U.S. were the employees of Patagonia asked to relocate to?

Option: Three Option: Five Option: Seven Option: Ten

3. Who is the head of communications at Patagonia mentioned in the text? NEWS.COM

Option: Yvon Chouinard Option: Corley Kenna Option: Ratan Naval Tata

Option: Steve Jobs

4. What values has Patagonia long been committed to?

Option: Maximizing profits at any cost

Option: Work-life balance and environmental initiatives

Option: Exploiting employees for profit Option: Ignoring sustainability efforts

5. Who founded Patagonia?

Option: Corley Kenna Option: Ratan Naval Tata Option: Yvon Chouinard Option: Elon Musk

6. What aspect of business philosophy remains at the forefront for Patagonia during the transition?

Option: Innovation and employee well-being

Option: Cutting costs at all levels

Option: Expanding without consideration for employees

Option: Ignoring customer needs



### **Answer**

Multiple Choice: 1. Overstaffing 2. Seven 3. Corley Kenna 4. Work-life balance and environmental initiatives 5. Yvon Chouinard 6. Innovation and employee well-being

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. What do individuals make to fulfill their responsibilities?

Option: Secured

Option: Commitments

Option: Seeking Option: Pioneer

2. Which investment tool tracks an index a commodity or a basket of assets? ESL-NEW

Option: ETFs

Option: Overstaffing Option: Aspects Option: Distinct

3. What refers to the capacity to endure in a changing environment?

Option: Bullish

Option: Sustainability Option: Challenging Option: Temporal

4. What are economic resources that are expected to produce benefits in the future?

Option: Lackluster Option: Subscribers Option: Assets Option: Devices

5. What means to work jointly on an activity or project?

Option: Disturbances Option: Exclusive Option: Collaborate Option: Estimating



Option: Transparent

6. Which term describes something lasting for only a limited period?

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14. The successful product launch resulted in increased	of capital to the business.
13. The recent policy change had a significant	on the company's profitability.
synergy.	
12. The two departments agreed to	on the new marketing campaign to enhance
11. To keep the data safe the company	the network with advanced encryption.
Gap-Fill ( Fill in the blanks with the correct word from	om the vocabulary list. )
Option: ETFs Option: Pioneer	
<ul><li>10. What is the act of trying to find or get something?</li><li>Option: Seeking</li><li>Option: Impact</li></ul>	
Option: Commitments  9. What term means limited to a specific person or group?  Option: Secured  Option: Inflows  Option: Exclusive  Option: Adapt	
Option: Secured Option: Inflows	
9. What term means limited to a specific person or group?	
Option: Challenging Option: Commitments	
Option: Extravaganza	
8. What means to observe and check the progress or qualit Option: Monitor	ty of something?
Option: Seeking Option: Analysts	
Option: Impact	
<ol><li>Which word describes someone or something famous an Option: Renowned</li></ol>	d well-known?
Option: Monitor	
Option: Temporary	
Option: Optimistic	



15. Financial predicted a rise in	the stock market based on the latest trends.	
16. Despite challenges the team remained	about achieving their project goals.	
17. The company organized an end-of-year	to celebrate its success with	
employees and clients.		
18. The company's policy is to maintain a	approach in all its dealings with	
stakeholders.		
19. Elon Musk is known as a technological	due to his innovative projects.	
20. The new project presented a	_ task that required the team to think creatively.	
Matching Sentences ( Match each definition to the correct word from the vocabulary list. )		
21. It is essential to the progress of the project to ensure timely completion.		
22. The unexpected power outage caused various in the manufacturing process.		
23. The company's performance in the last quarter was compared to previous years.		
24. In a rapidly changing market businesses need to to new trends to stay competitive.		
25. Accurate cost is crucial for effective budget planning in a project.		
26. The company is currently new investment opportunities to diversify its portfolio.		
27. Real estate and company stocks are examples of financial that hold value.		
28. Investors are feeling about the market's growth potential in the upcoming quarter.		
29. The award-winning chef is for his culinary skills and innovative dishes.		
30. Companies are increasingly focusing on to contribute positively to society and the environment.		

## **Answer**

**Multiple Choice:** 1. Commitments 2. ETFs 3. Sustainability 4. Assets 5. Collaborate 6. Temporary 7. Renowned



8. Monitor 9. Exclusive 10. Seeking

**Gap-Fill:** 11. Secured 12. Collaborate 13. Impact 14. Inflows 15. Analysts 16. Optimistic 17. Extravaganza 18. Transparent 19. Pioneer 20. Challenging

**Matching sentence:** 1. Monitor 2. Disturbances 3. Lackluster 4. Adapt 5. Estimating 6. Seeking 7. Assets 8. Bullish 9. Renowned 10. Corporate Responsibility

#### **CATEGORY**

1. Business - LEVEL3

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