

How Path to Peak Helped Patagonia Drive Engagement and Connection through Employee Mentorship

OVERVIEW

Patagonia is in business to save our home planet and has built a values-first working culture over fifty years. This unique way of doing business has made it a highly sought after, destination employer for people both new to and seasoned in the outdoor sector.

Patagonia's global workforce of over 3200 people enjoys high levels of job satisfaction and retention. But, for new people entering the company, especially during the Covid-19 pandemic, there was a feeling of disconnectedness and alienation. The need for a formal mentoring program became obvious.

SOLUTION

A new Emeritus Council at Patagonia created a pilot mentorship program in 2022-2023. Patagonia normally does not hire consultants, having found that the "one size fits all" consulting approach doesn't work for their unique culture. But the Council reached out to Path to Peak for guidance in what mentoring is, how to pair tenured, high-level employees with newer, less experienced employees, and for help throughout that first mentorship year.

Path to Peak's unique expertise in developing and administering mentoring programs helped Patagonia build their program thoughtfully, strategically, and with awareness of common pitfalls and how to address them. Path to Peak stayed the course throughout the program offering support to mentors and mentees, advice and monthly training. Patagonia's Emeritus Council Chair said, "We relied on Kristen Freaney's ability to share her expertise and at the same time adapt to our culture. She was invaluable."

Success Metrics



88%

of mentees rated their experience excellent or very good on the mid-program survey



78%

of mentees said they'd made changes based on something they learned from their mentor

Success Stories

"Had I not been selected for this mentorship program, I'm not sure I would have been able to handle some of the career challenges thrown my way. My mentor has been invaluable to me in navigating that this past year."

"[The program] has given me a chance to better understand the more enduring parts of the Patagonia culture. It's oddly connecting. It has also been super valuable getting more context for people at the company. There are so many folks who have fundamentally shaped Patagonia, and it helps hearing their names with more personal context from my mentor."

