

**CONVERSE**  
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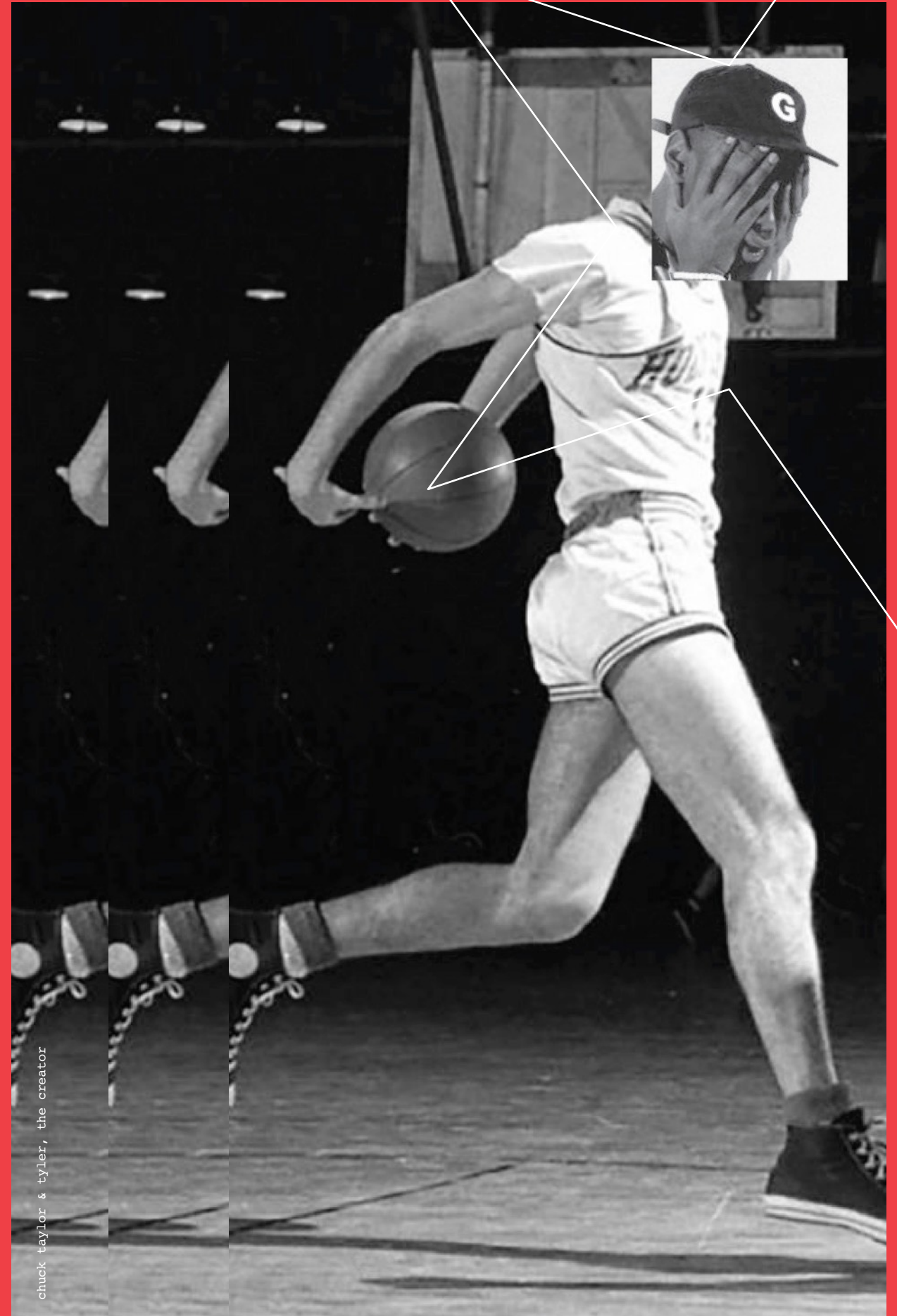
employee value proposition

june 25, 2020

converse value awards



**ALWAYS  
WERE.  
STILL  
ARE.**



chuck taylor & tyler, the creator



**WE'VE  
ALWAYS  
PUT  
IN THE  
WORK.**



julius "dr. j." erving

**Since we created  
the game's first  
shoe, we've been a  
part of movements  
in music, sport and  
culture.**





converse skate crew

Our history runs deep, but our

**VISION**

for the future is infinite.

VISION



LET'S KEEP  
MAKING O  
OWN HIST  
TOGETHE  
YOU'RE TH



Let's keep  
making  
our own  
history  
**together** –  
you're the  
catalyst for  
our next  
evolution.





**We want you  
to come as  
you are  
and leave  
**your** mark.**



WE WANT  
YOU TO COME  
AS YOU ARE  
AND LEAVE  
YOUR MARK

millie bobby brown collection



**WE ARE**

**ALL**

**STARS**







We all  
bring a little  
something,  
but it is our  
**foundational**  
**beliefs** that  
unite, drive,  
inspire, and  
move us.



We believe in constantly pushing boundaries, and to do that we must share a common goal.

At Converse, we have **four pillars** that connect us, ground us, and

**DRIVE US FORWARD.**

AT CONVERSE  
WE HAVE  
FOUR  
PILLARS THAT  
CONNECT  
US, GROUND  
US, AND  
DRIVE US  
FORWARD.



**PURPOSE**

PURPOSE  
& CULTURE  
WORK & C  
& PURPOSE  
CULTURE

**CULTURE**

**WORK**

**CAREER**

**PURPOSE**

CULTURE

WORK

CAREER

PURPOSE  
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CULTURE

# A CANVAS FOR YOUTH PROGRESS

Our purpose is to serve youth by focusing on communities that drive culture forward. We want to be on the forefront of cultural revolutions with our allies and with those moving the needle.



PURPOSE

**CULTURE**

WORK

CAREER

PURPOSE  
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WORK & C  
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CULTURE

# **WE** **CREATE** **TOGETHER**

We go to bat for those who express themselves through our brand – we know who we are and aren't afraid to show the world. We – just like you – are a creative force that keeps evolving. Join us as you are and stand with us.



PURPOSE

CULTURE

**WORK**

CAREER

PURPOSE  
& CULTURE  
WORK & C  
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CULTURE

# WE'RE ALWAYS GROWING

We're as nimble as a start-up, and making way for progress has been our foundation since the beginning. We ask you to always bring your best, be open to change, and focus on creating meaningful connections in your work. Let's be innovative, agile, and learn how to excel together.



PURPOSE

CULTURE

WORK

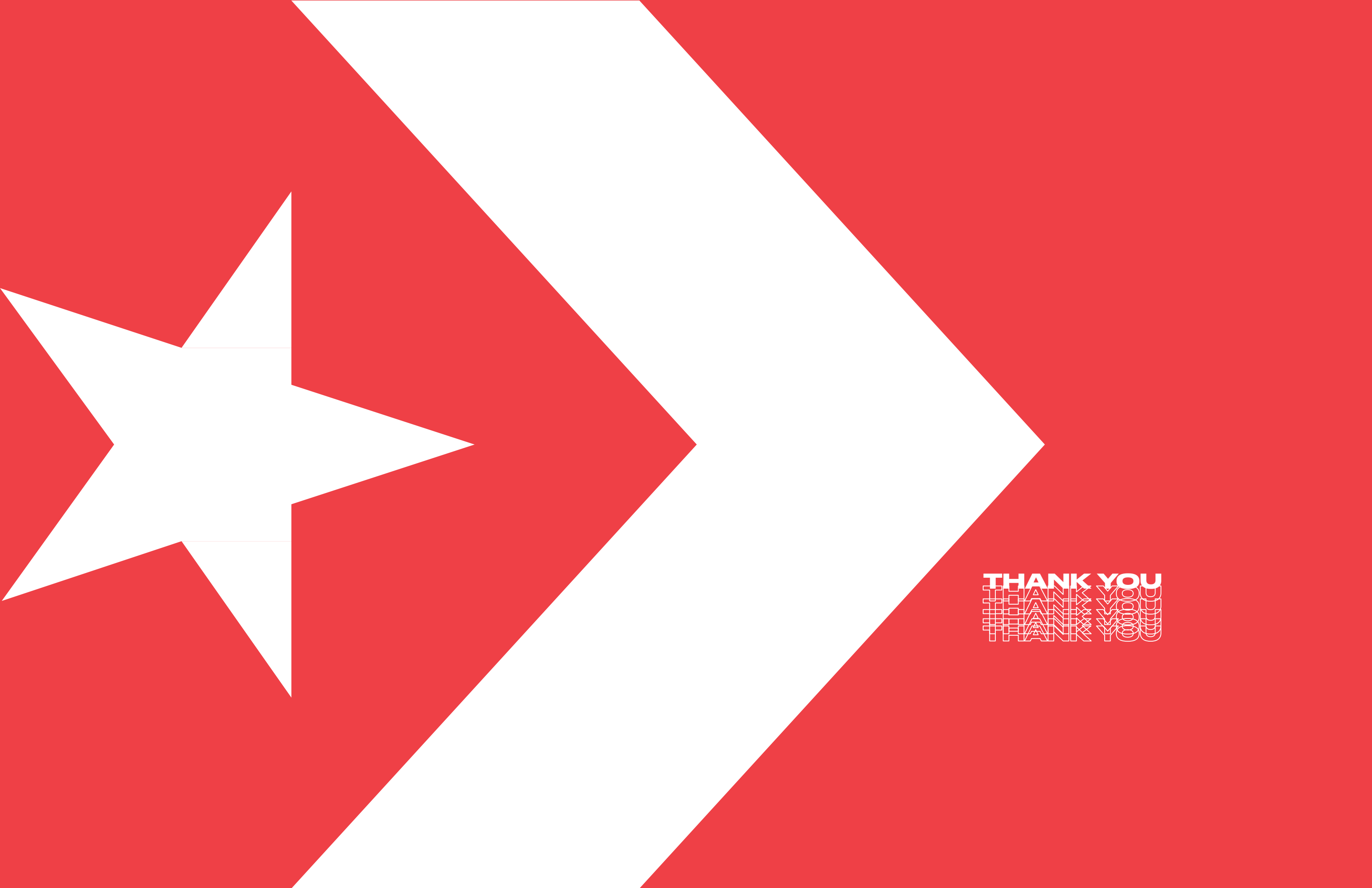
**CAREER**

PURPOSE  
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CULTURE

# LET'S OWN YOUR FUTURE

We are redefining our future  
by standing on the foundation  
of those who came before us –  
at Converse, we're inventive,  
creative, and we dare greatly.  
Come spark progress with us.





**THANK YOU**  
THANK YOU  
THANK YOU  
THANK YOU