

Lacoste: Summer of Learning Programme

"It was thought provoking and easy to digest! I've loved Chilli's ability to break things down and not overcomplicate messages."

The Challenge

Lacoste is a designer sports and fashion retailer whose head-office teams play a key role in driving operational excellence and performance across global markets.

While head-office employees were technically strong, Lacoste recognised a gap in access to non-technical, role-specific learning opportunities. Employee feedback highlighted a clear desire for soft skill development opportunities, particularly in areas like communication, confidence and resilience.

The Summer of Learning programme was designed to address this need, offering HQ employees flexible, high-impact workshops to develop the skills most relevant to their growth and success.

chilli

Small changes, big impact.

The Process

Chilli collaborated with Lacoste's HR and L&D teams to design a six-month "drop in" learning experience that blended retail relevance, behavioural science and practical application.

Six immersive workshops were delivered monthly, allowing delegates to take time out to learn and try out new skills back in the workplace.

Average
workshop rating:
9.5 / 10

Average trainer
interaction rating:
9.8 / 10

The Results

Key outcomes included:

- **Practical skill growth:** Participants applied new tools immediately to real business challenges, reporting stronger confidence and capability in their roles.
- **Breaking down silos:** Cross-department learning experiences brought together teams that rarely interacted, helping to break down silos, build stronger internal networks and strengthen relationships across the head office.
- **Empowered culture:** The programme reinforced Lacoste's commitment to people development, building confidence, motivation and a strong sense of belonging across HQ.

