

Conversational Commerce: Nike, women and retail's big corporate culture problem

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Podcast

The athletics brand is facing a gender discrimination lawsuit at a time when culture is becoming closely intertwined with branding.

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Welcome to Conversational Commerce, the podcast where we break down the biggest retail news and trends with executives, thought leaders and the Retail Dive team. You can check out [all our episodes here](#) and listen on [iTunes](#) or [Stitcher](#).

Corporate culture — on paper, these two words are enough to make anyone's eyes roll.

But lately, the phrase has become much more than just a buzzword. It's something that executives are talking about more, considering that having a purposeful and healthy culture is essential to running an operational business, especially in an age when culture is closely intertwined with branding.

This time on the podcast, we break down how a recent discrimination lawsuit against Nike may

affect the brand's reputation with female employees, and customers.

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It's not just about Nike, though. As culture and brand leadership expert Denise Lee Yohn notes, the industry as a whole has a culture problem. The good news, though, is that more people are talking about what they want their culture to be, and how to get there. On the show, Yohn shares a number of tips on how retailers and brands can fuse their brand purpose and mission statement to promote a more positive work culture.

You'll hear all this and more in this episode, so sit back, relax and listen. You can stream the episode below or subscribe on [iTunes](#) or [Stitcher](#).

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