



Business Flexible Attire

Creating and communicating a more relaxed dress code

UPS has a strong corporate culture and a long heritage. For 100 years, the UPS dress code was all business. But UPS found that new-generation employees resisted the formality of a business suit every single day. In the interest of improving retention and recruiting, their top management made an unprecedented decision to include more flexibility in what they deemed professional attire. Tribe developed a change management program that would introduce the new changes, as well as sustaining communications to answer any questions employees had – and they had plenty.

Elements of the campaign included a live event with a professional third-party stylist, videos on business flexible dress and multiple online tip sheets and other portal components. UPS Business Flexible Attire was a huge success and at the time was the most read article ever on the employee portal.

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Tribe is a corporate culture company working with national and global clients to build internal brands and employee engagement. We develop strategies, messaging, programs and communications to create better business outcomes.

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