



Please speak clearly.

As one of an ongoing series of internal web sites we've developed for Nike, the Global Footwear site is a forum to connect nearly two thousand group employees scattered across the globe. For this diverse group, clear communication is imperative. And along with this key focus, the site features many tools for training and leadership development, and an interactive blog.

This site and others have been so successful, that Nike has contracted with PMSI to develop a string of other internal web sites for its employee development and communications efforts.

HOME PAGE

SITE FEATURES

- Integrated Blog from Nike Management
- Interactive voting polls
- Deep linking to course registration
- Easy to maintain through XML content feeds
- Complete product launch calendar with ties to Outlook





What's New

Critical Dates

What's New

New GFW website

Close to Consumer

ADIT Program

solespeak

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March 14, 2007

Global Footwear Forum

TOPIC: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.

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Get SoleSpeak (you'll like it)

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Learn more...

[Eric's Blog](#)

[Strategic Initiatives](#)

[Ask Global Footwear Communications](#)

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- New posts
- New Posts (popular)
- New Posts (locked)
- Announcement
- Sticky

Website contact: Global Footwear Communications [Send an email](#) or telephone: 503.532.5143

NEWS PAGE

PMSI is a strategic marketing, design and technology company. We're a group of a few dozen, which responds and creates like one many times larger. It gives us fluidity. It allows us to be innovative. And for over 30 years, it has allowed us to achieve results for some of the best-known brands in the world.

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BLOG IDENTITY

To help nurture better communication, Nike's first-ever internal blog was developed for employees and management to speak to each other. We created its name and identity.