

OKR

Team: Social & Community Impact

Name: Xu Lin

Period: FY23

O1 Lead (and coordinate) Purpose initiatives' planning & execution in GC, across 3 Purpose pillars: People, Play and Planet

KR1 People: *Jordan Wings* 3.0 execution, in partnership with Jordan Brand and HR

KR2 Planet: launch & evolve MTZ x Ant Forrest *Reuse-a-Shoe* program (Q2), in partnership with SC/Sustainability and cross-functional teams

KR3 Play: further strengthen signature programs *Active Schools* and *Boundless Girls* to expand and elevate impact

O2 Provide support to strengthen Nike's reputation as a caring and responsible Corporate citizen (Beyond Road Back)

KR1 Support GPA on key stakeholders' charity projects (total target of 10 in FY23)

KR2 Manage philanthropic stake-holders to enhance corporate reputation in key fields: sports, education, rural development, & sustainability

KR3 Integrate SCI initiatives with Comms, Marketing, Key City and Consumers teams to enable broader narratives

O3 Driver Employee Community Engagement (ECE)

KR1 Further evolve *GC Give Your Best* platform to enable and drive employee participation

KR2 Continue to provide pinnacle experience through *Jordan Wing Mentorship* program and *Boundless Girls Volunteering*

KR3 Support Internal Comms and HR teams in the space of giving back to engage, inspire and enable GC employees