**The Container Store Loves Employees**

**Human resource management, turnover, promotions, benefits, selection, hiring, training**

Description: This video clip features an interview with Kip Tindell, CEO of the Container Store. The Container Store is noted for its “employee-first, yummy culture.” It believes that if employees are treated well, they will in turn treat customers well. In fact, it does such a good job of treating its employees well that it has consistently been ranked as one of the best companies to work for. This has led to strong growth for the Container Store, and Tindell believes they can expand to 300 stores in the United States alone. The Container Store has also launched an IPO.

Please share your thoughts on the following issues as you watch part of an interview with Kip Tindell, CEO of the Container Store. The Container Store is noted for its “employee-first, yummy culture.” It believes that if employees are treated well, they will in turn treat customers well.

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1. Container Store CEO Kip Tindell explains how “talent is the whole ball game.” How do you think this impacts human resource management at the company?
2. Why are termination and other forms of employee turnover so low at the Container Store?
3. What types of promotion opportunities do employees at the Container Store have, especially if it achieves 10 percent square footage growth?
4. What unique benefits does the Container Store offer to its employees?
5. Why is the employee selection process at the Container Store rigorous?
6. Why do you think the Container Store spends 263 hours a year training its employees?