



RESPOND → PLAN → RETURN STRONGER

Reopening in Arizona

Building Trust & Confidence

PRESENTED BY

Eric Brouhard & **Kiera Holliman**
regional director, Arizona partner resources manager



Learning From Home and Abroad



Partners at Starbucks headquarters in Seattle convened to plan a response for when the virus came to the U.S. and other regions.

“Starbucks learned a lot from the response in China and Japan and looked at what is meaningful and appropriate in the United States.”

Rossann Williams, executive vice president of U.S. company-operated business & Canada



Learning From Home and Abroad

- I. DON'T JUST BE FLEXIBLE.
BE FLUID.
- II. PREPARE YOUR BUSINESS
AND EMPLOYEE TO
REPEATEDLY ADAPT
TO MEET CUSTOMERS'
NEEDS.
- III. LEADERS NEED TO TAKE
EXTRA CARE TO CARE FOR
THEMSELVES.



Learning From Home and Abroad

I. BE FLUID



Learning From Home and Abroad

II. PREPARE TO ADAPT

- Increase Communication w/ Employees & Customers
- One Cup at a Time
 - Each community will be different
 - Monitor and adapt
- Implement systems to support rapid communication and change.

Learning From Home and Abroad

III. LEADERS NEED TO TAKE EXTRA CARE OF THEMSELVES – SO THEY CAN ATTEND TO THE HEIGHTENED NEEDS OF EMPLOYEES AND CUSTOMERS.



Setting Priorities

- Health and well being of partner and customers
- Supporting local health and government officials as they work to contain virus
- Support community



Building and Keeping Your Employees' Trust

- Communication
 - Every employee, every shift receiving updates
- Clearly outline and maintain safety processes/protocols
 - Process for checking in for shifts
 - Educate team regarding symptoms and risk factors
 - Discuss shared responsibility in & outside of work
- Your role as a coach
 - This is a major event; most employees will bring in external stressors
 - Listen
 - Employees will need to feel cared for and looked after in order to bring that to your customer

Building and Keeping Your Employees' Trust

- Encouraging optimism
 - Celebration
 - Inspiration
 - Appreciation
- Leader Self-Care
 - Employees and customers will need your time now more than ever
 - Decision making is critical at this time, making it important the leader is rested, clear and able to monitor and adapt



Building and Keeping Customer Trust

- I. YOUR CUSTOMER IS ANXIOUS TOO. THEY'LL NEED ASSURANCE, TIME, RECOVERY.
- II. LOOK TO YOUR CORE CUSTOMER – WHEN DO THEY NEED YOU MOST
- III. AVOID OVERCOMMITTING OR OVERLY LONG HOURS OF OPERATIONS



Building and Keeping Customer Trust

IV. CUSTOMERS WILL WATCH EMPLOYEES CLOSELY

- Your quality, product must be maintained
- Stretching yourself or team to thin erodes confidence in your service/product
- Meet/exceed local standards for safety and sanitation



Building and Keeping Customer Trust

V. COMMUNICATE

- Window signs, banners, social media

VI. MEET/EXCEED LOCAL STANDARDS FOR SAFETY AND SANITATION

VII. EXECUTION



Questions & Answers

THANK YOU!