
DEVELOPING AND MAINTAINING A COFFEE TRAINING PROGRAM

Coffee Fest, Seattle, WA
3:30 - 5pm Fri 30 Sep, 2022



OVERVIEW

SCHEDULE 15:30-17:00

Est.

- Introductions, explore the problem and share (15 min)
- Envisioning our goal and takeaways (5 min)
- The Great Formula (10 min)
- Organization, Culture & Human Capital (15 min)
- Work our 3 examples and roleplay (for the brave) (15 min)
- Final Plan Do Check Act Cycle with Q & A Discussion (30 min)



OVERVIEW

UNDERSTANDING

- What spectrum do we have in the room, just as we would have in our cafe/roastery.
- Why do we have a training **problem** or **need**?
- Many of us at 0-Zero just need to ACT.
- Some with pieces/holes need to COMPLETE the training program, but how?
- We will all need to REPEAT to improve.

PERSPECTIVES ON

- Organization, Culture, Rare Leadership and Coffee Bars - Coffee Service

A VIRTUOUS CYCLE

**IF WE GROW OUR PEOPLE,
WE WILL GROW OUR BUSINESS,
SO THAT WE MAY GROW MORE PEOPLE!**



BOOKS

- Hugh Gilmartin & John Richardson
 - Wake up and Smell the Profit (2006)
 - Setting Up and Managing Your Own Coffee Bar (a step by step guide, 1988)
- Patrick Lencioni, The Advantage
- Marcus Warner & Jim Wilder, Rare Leadership

*“If you fail to define the moment,
the moment will define itself.”
(SAU chaplain, Ron Kopicko)*

THE GREAT FORMULA

- 7 Inputs Required
 - **Passion**
 - **Taste**
 - **Positioning**
 - **People**
 - **Marketing**
 - **Systems**
 - **Money**

*With all 7 = Success
flowchart by “The Coffee Boys”*



Coffee shop owner

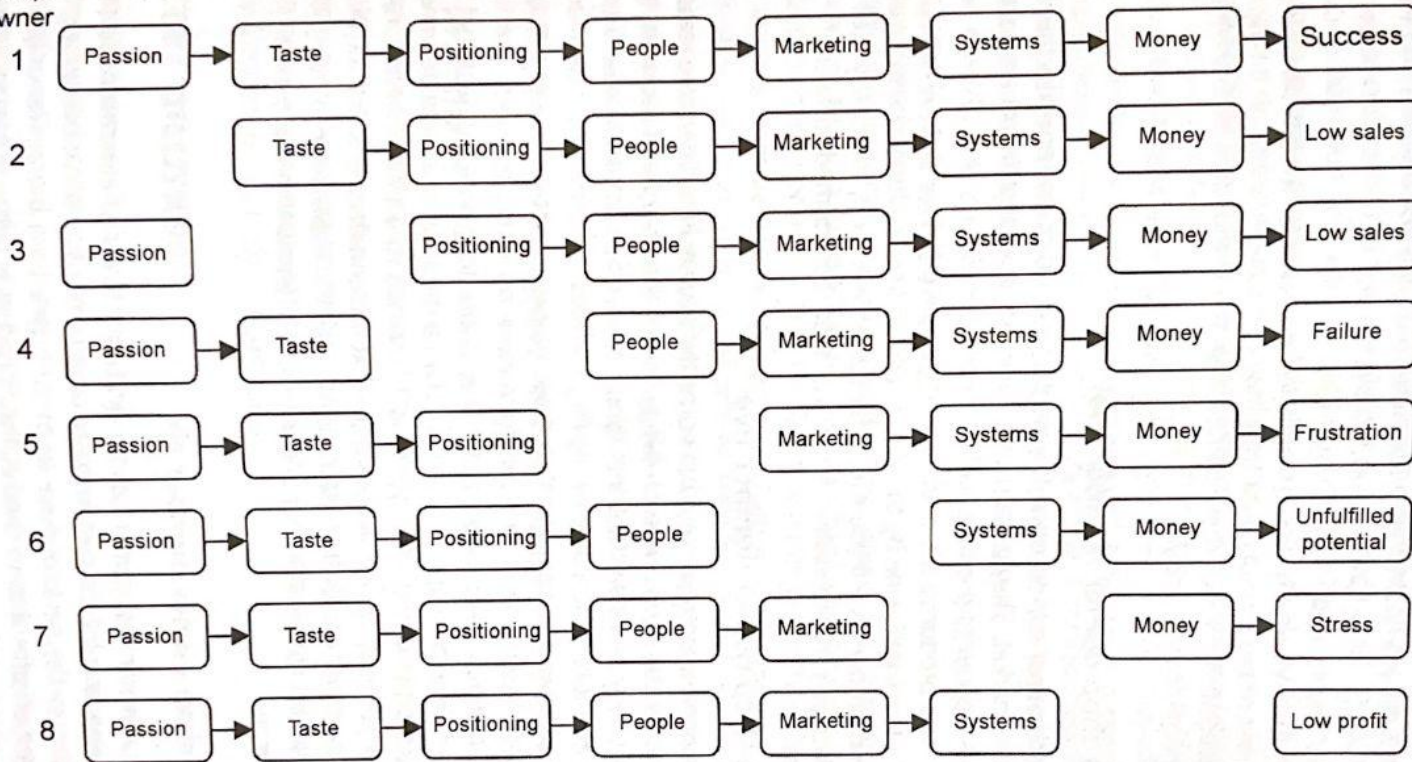
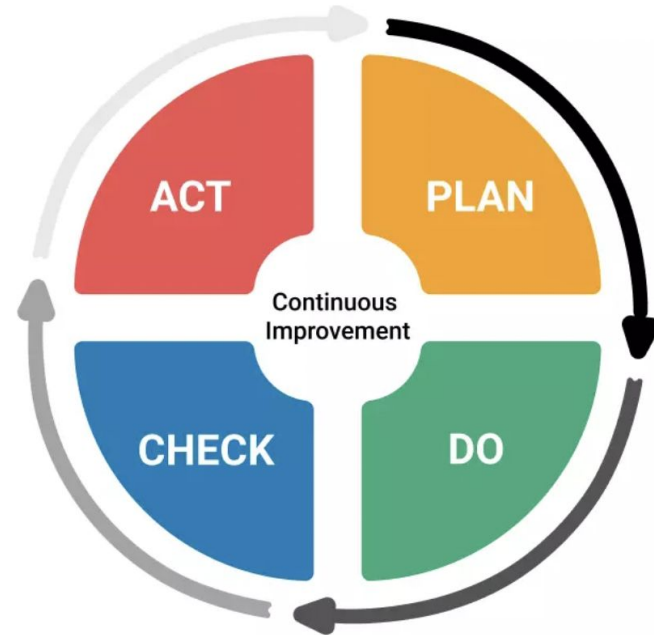


Figure 1. The Great Formula flowchart

OUR GOAL

THE P.D.C.A. CYCLE

- Heads up! We will each answer (commit to) at least one of the following at the end.
 - What must you **plan**?
 - What must you **do**?
 - What must you **check**?
 - How can you **act**?
- We will finish on this same slide.



*Working **ON** the business, **not in** it. (M.Gerber, e-Myth)*



**KAPLAN &
NORTON**

**STRATEGY
MAPS**

**HBS PRESS
2004**

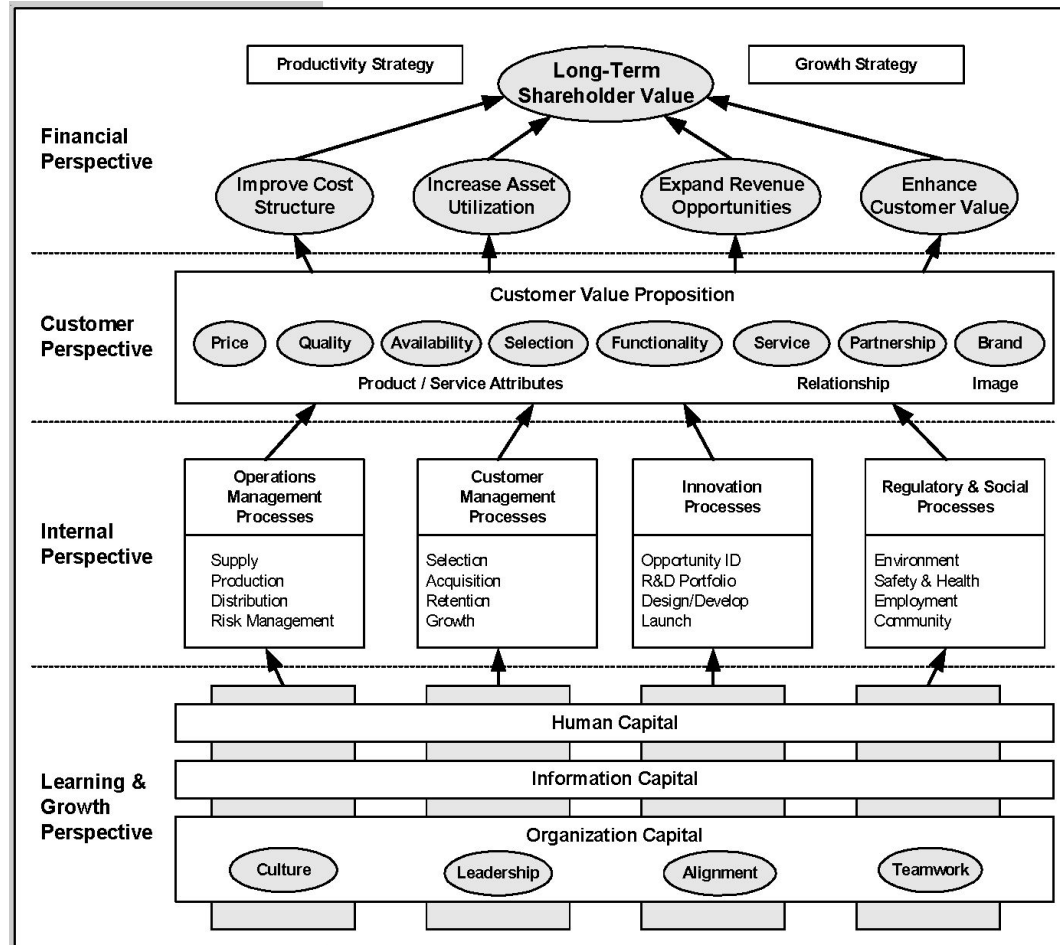
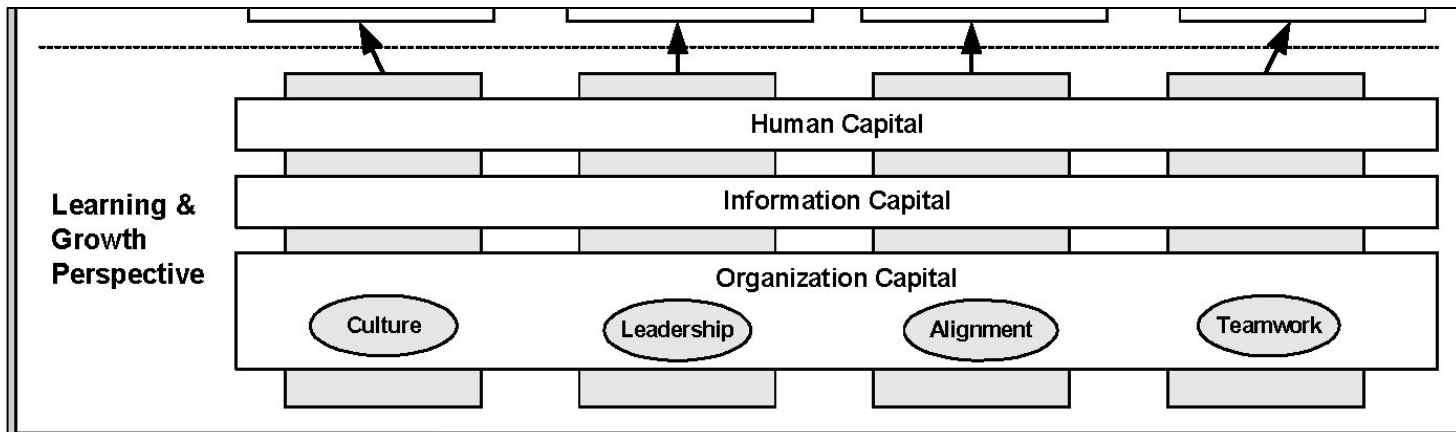


Figure 1. A Strategy Map Shows How the Organization Creates Value
(After Strategy Maps by Robert S. Kaplan and David P. Norton.)

LEARNING & GROWTH - HUMAN CAPITAL



Human Capital = Team

How is your team?

What 2-3 terms describe?

Aspirational culture?

Hire personality, train skills.

What is the culture?

What is our dream culture?

Culture is caught, not taught

Culture & Alignment

"Culture eats strategy for lunch." (The Advantage, Lencioni)

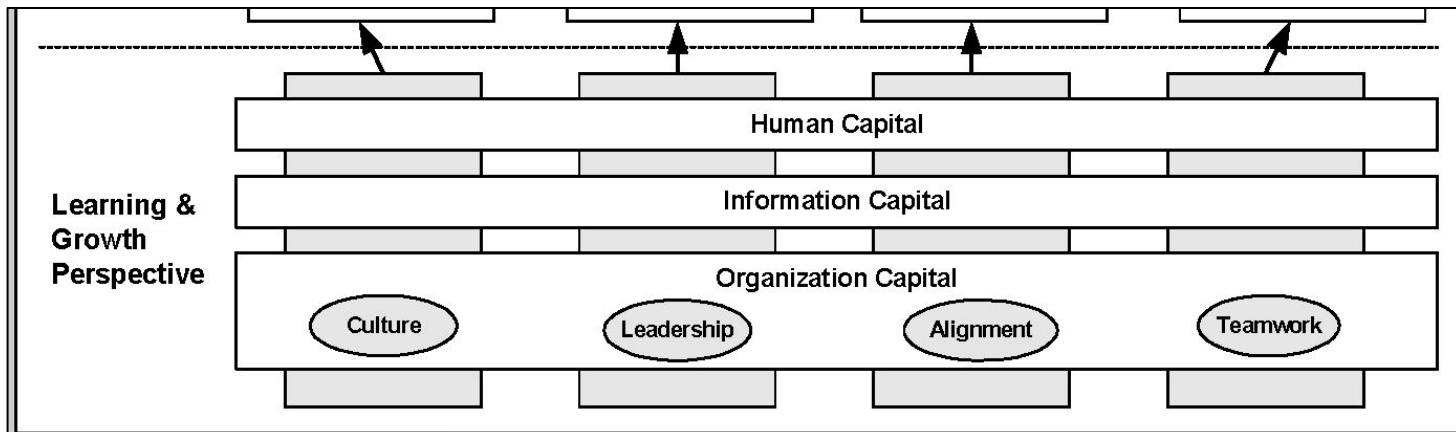
Do you have a Rule Book or a Playbook?

Good teams know their plays - **THIS IS HOW WE WIN!**

How have you defined winning for your team?



LEARNING & GROWTH - HUMAN CAPITAL



Leadership = Who (is to blame)

Who is in charge of what?

List your Who's.

Describe your What's.

We (the leader) must own every failure - Extreme Ownership.

Match the ultimate responsibility.

People by name.

Tasks by name.

Information Capital = Systems

What repeatedly happens without your oversight?

Constantly falling apart or put together?

Is your technology working for or against?

Opening procedures to ensure success - my job as leader.



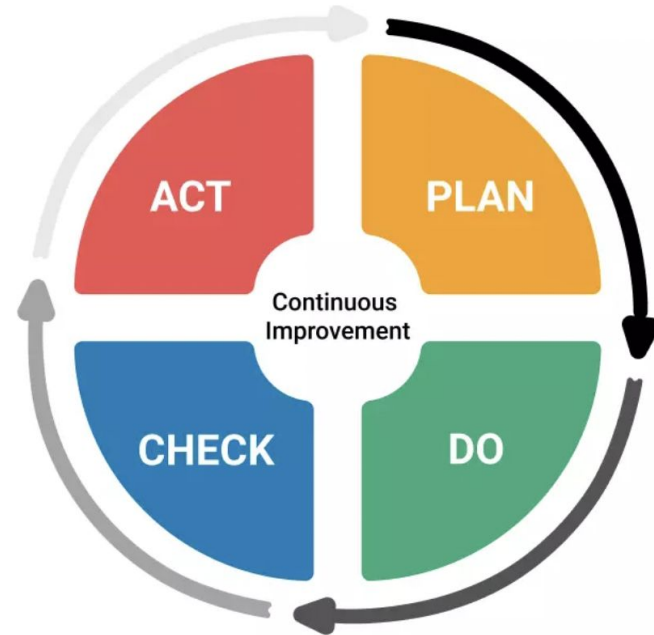
OUR GOAL

WHAT DO WE HAVE?

- Do we have a few ideas to PLAN or DO?
 - What must you **plan**?
 - What must you **do**?

Working **ON** the business, **not in** it. (M.Gerber, e-Myth)

**OUR TRAINING PROGRAM
WILL FALL APART WITHOUT OBEDIENCE.**



LATTE

COMPETENCY 28

State the LATTE steps to service recovery.

A model and method for customer service and recovery.

Turning a bad situation into a learning experience and chance to care.

Back in the early 90's Starbucks Coffee Company developed what they call the LATTE method for dealing with customer problems. LATTE is an acronym and despite it being developed by Starbucks we here at ROCC fully endorse it.

L

Listen completely to the customer.

- Don't talk back or get defensive. Remember they are our guest.
- Repeat the problem back to ensure that you have heard them correctly.

A

Acknowledge the problem.

- Don't take it personally. Smile even if you don't agree.
- You are a good person regardless of what they say. You cannot lose face.

T

Take action to resolve the problem.

- Don't be passive - be active with kindness.
- If you have listened and acknowledged the problem then it should be simple to solve.

T

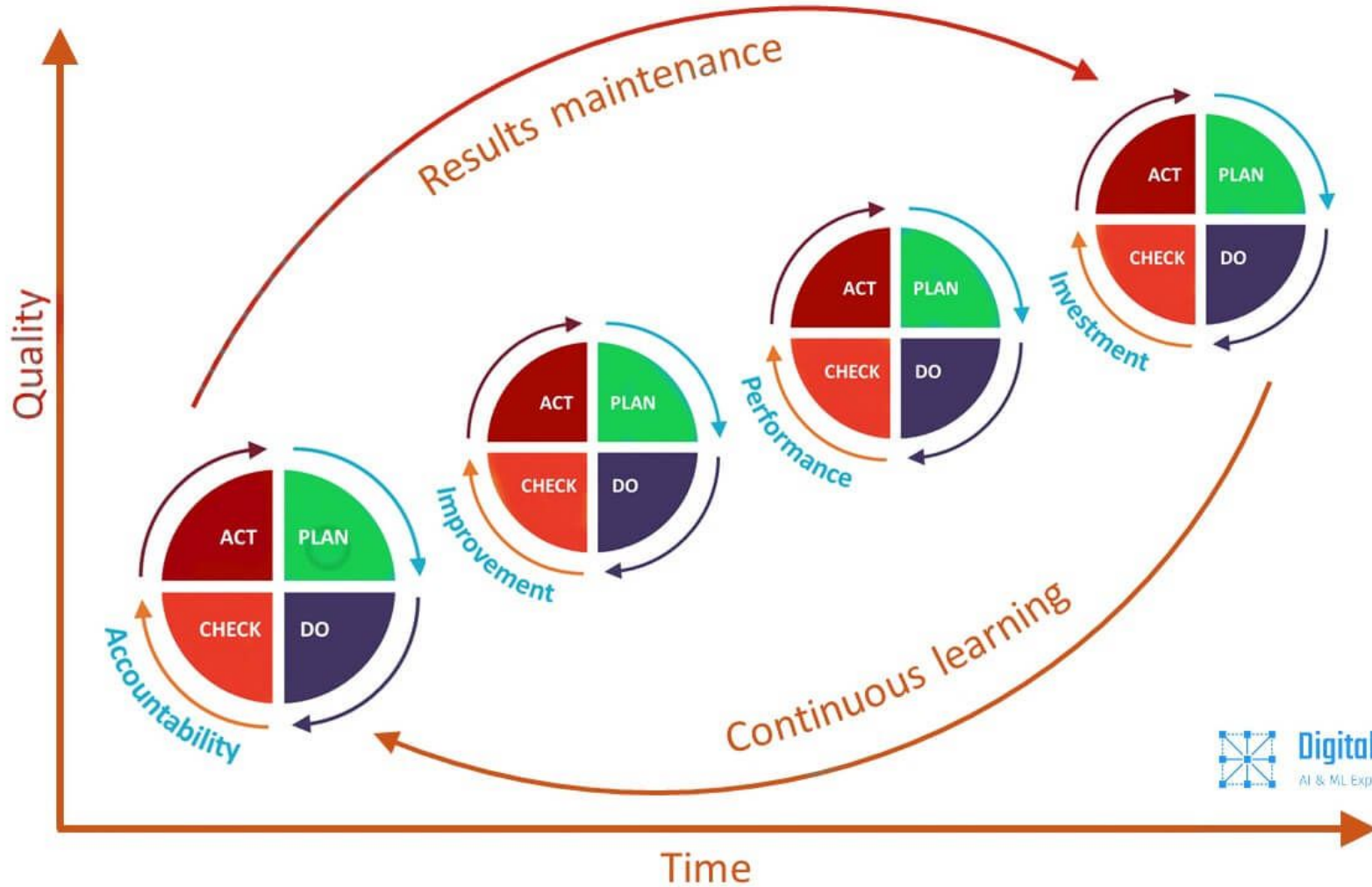
Thank the customer for bringing the situation to your attention.

- We mutually learn from our Community and our guests can also be teachers.
- Always remember that the Playground is a safe place to practice and learn.

E

Encourage the customer to return.

- Make sure to welcome our guest back.
 - With a good service recovery the impression of ROCC can be strengthened.
-



EMPLOYEE REVIEWS

CULTURE & SKILLS

Monthly Employee Review

The purpose of this sheet is to evaluate the employee's overall performance in their current position and to assess their commitment to the company. The goal is to highlight strengths and weaknesses and to agree on a practical improvement plan. Listed below are several traits, abilities, characteristics and requirements that are important for success at MHCC. You will be graded from numbers 1-4.

1. Need to improve
2. Development required to meet expectations
3. Meets performance expectations
4. Superior Performance

Assessment Traits & Abilities	Self	Supervisor
Demonstrates respect, empathy, attentiveness and friendship towards coworkers and staff		
Demonstrates respect, empathy, attentiveness and friendship towards customers		
Listens and communicates clearly among all staff		
Shows initiative and motivation		
Engages customers and has the ability to create a pleasant experience for customers		
Greets customers warmly and makes effort to build positive relationships		
Handles multiple tasks simultaneously		
Demonstrates progress in improving work practices, handles constructive criticism positively		
Communicates between all management staff		
Keeps supervisor informed regarding sensitive issues or potential imminent problems		
Takes proper care of equipment, keeps work area clean		

OPERATIONAL SYSTEMS

TASKS & CHECKLISTS

At 1:30-2PM

	Dump the Oatmeal and add soap & hot water to the container
	Dump/wash milk carafes
	Refill syrups and wipe all the bottles with sanitizer rag
	Clean around the drip coffee grinder (buff grinder & wash tray)

At 2-3:30PM

	Daily Clean Ground Control brewer
	Restock milks and wipe down inside of the milk fridge
	Wipe down the garbage bin next to the milk fridge
	Wipe down windows in dining area and drive-through window
	Wipe down front of bar and bakery glass face
	All dishes put away
	Wipe bus bins
	Sweep and mop behind the counter area
	Clean bathrooms (sweep and mop as well)
	Sweep and mop dining area (if not

Flush left side of steam wand with Blue Milk. Soak for 20-30mins. Wipe down afterward.

Dump one drip and clean the pot

Restock lids, sugar, straws, utensils

Wipe tables if no customer sitting

Empty dining room, bathroom, condiment bar trash if more than ½ full

At 4:30-5PM

	Store all baked goods securely in totes or on trays wrapped in plastic
	Refrigerate all the bagels
	By this time, you can wash all dirty dishes including some of the shot glasses and milk pitchers as well.
	Fill cold milk carafes, place in the front milk fridge

At 5-5:30PM

	Turn OPEN sign off
	Bring in outdoor furniture, flags and rubber mat inside

THE ONE-PAGER

PLAYBOOK

a.k.a.
“BIBLE”

**ROCC Coffee Company will make life better by building
Community and providing a Playground for amazing coffees.**

As a member of the ROCC Coffee Crew you must go for the “Wow!”
Our work, our coffee & our lifestyle should always inspire a “Wow!”

“ROCC” is more than a brand; it’s an attitude and a lifestyle.
Our values below will help you bring each element to life for every ROCC visitor.
You will learn how the ROCC vision and mission above can be very tangible.

“Coffee” is central to the ROCC experience. We’re proud to put our coffee front
and center. At ROCC we choose to flex our coffee muscles.

“Discovery” is where we go for “Wow!” moments. Eyes should be open because
at ROCC there’s nothing to hide. We love curiosity and inspire learning.

“Bar” is both a place and an attitude. The bar is your playground where visitors
have an unforgettable experience inside the ROCC community. Our message is
clear, “This place is really cool. And, everyone is welcome here.”

As a member of the ROCC Coffee Crew you are expected to be:

1. **Modern** Simple, clean, technical, open
2. **Traditional** Artistic, crafty, storytelling, true
3. **Elite** Competent, educated, focused on quality
4. **Natural** Healthy, organic, energetic, avoiding waste
5. **Rigid** Timely, systematic, organized, strong
6. **Active** Fun, fast, flexible, agile
7. **Exotic** Curious, cool, inspiring
8. **Accessible** Easy to approach, welcoming, full of smiles

The **ROCC Coffee Discovery Bar** is a place that the ROCC Coffee Crew and our
visitors love to spend mornings, afternoons and evenings. We love our work!

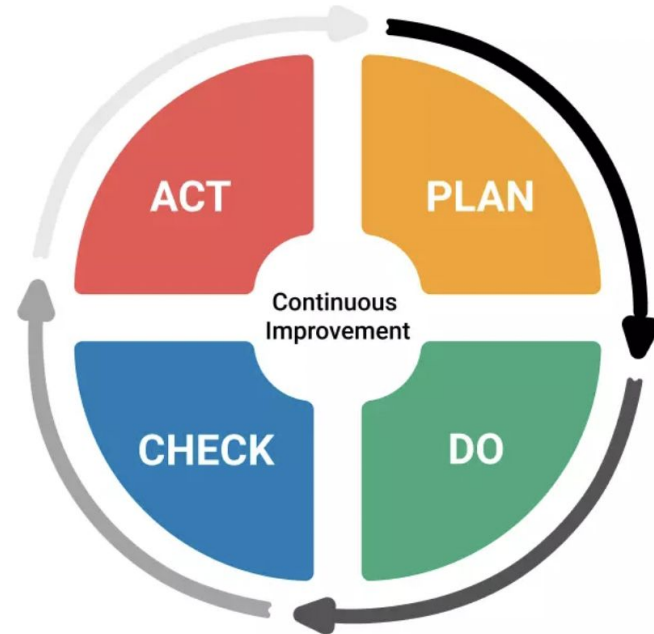
Welcome to the ROCC Coffee Community. It’s a good, safe, comfortable place
to be; like a “home-away-from-home”.

Enjoy the ROCC Coffee Playground. It’s an exciting and engaging atmosphere
where student and teacher stand side-by-side mutually experimenting, serving,
laughing and growing. There is always something fun happening here!

ACTION

THE PDCA CYCLE

- Can you share what you need to do today?
 - What must you **plan**?
 - What must you **do**?
 - What must you **check**?
 - How can you **act**?



“A well trained brain can return to joy within 90 seconds.” ... “A brain with joy and gratitude cannot hold negative emotions.” (Rare Leadership)



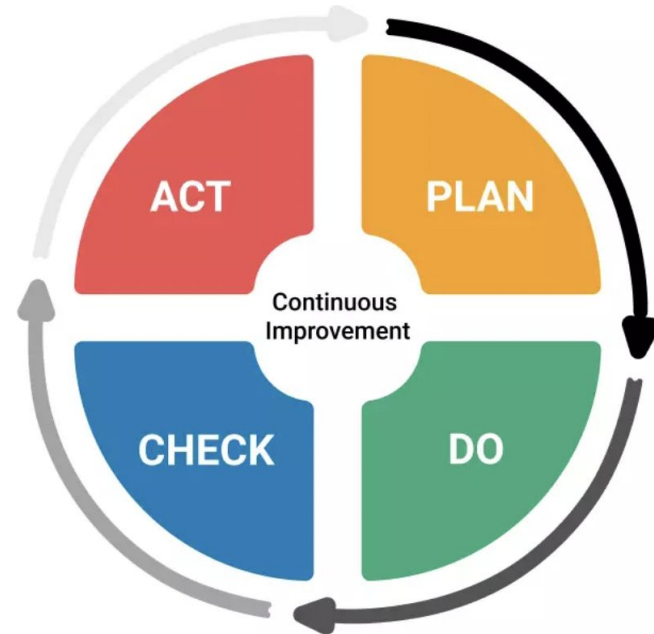
WHAT NEXT?

THE PDCA CYCLE

- *Hiring, Tasks & Checklists.*
- *Employee Reviews & Accountability.*
- *The Employee Growth & Promotion.*

VIRTUOUS CYCLE:

EMPLOYEES START LEADING
THEIR OWN CONTINUOUS IMPROVEMENT.



CLOSING

COMMENTS

- Don't let "perfect" get in the way.
- Work with others - what is your gifting and skillset? Can you collaborate?
 - Even within this room - Crowdsourcing
- Download forms & materials from other resources, search for .pdf online.

QUESTIONS

- "There is no stupid question, except that!"

NOTICE?

**COFFEE
WAS NOT A PART
OF THE TRAINING SLIDES**



THANK YOU



IG @HowToCoffeePro
E adam@sca.training
W www.rocc.coffee