



Starbucks Experience



*Time allocated for this module:
2 hours and 30 minutes*

Starbucks Experience is an orientation to Starbucks for new hires worldwide. It combines reading, exploration, video, and trainer support to excite the new hire, affirm his/her decision to join Starbucks, establish a foundation of company knowledge and create a sense of community.



STARBUCKS EXPERIENCE

Card 1	Welcome	15 minutes (first 5 minutes with trainer)
<i>Our Passion: Starbucks Coffee and Customers</i>		
Card 2	Our Coffee	20 minutes (includes 5-minute video)
Card 3	Our Customers	10 minutes
<i>Our Journey: Starbucks Heritage, Organization and Brands</i>		
Card 4	Our Heritage	15 minutes (includes 5-minute video)
Card 5	Our Organization	10 minutes
Card 6	Our Brands	10 minutes
<i>Our Impact: Starbucks Mission, Culture and Responsibility</i>		
Card 7	Our Mission	20 minutes (includes 5-minute video)
Card 8	Our Culture	10 minutes
Card 9	Our Responsibility	10 minutes
Card 10	Our Principles	30 minutes (final 20 minutes with trainer)

You can use this chart to write out a timetable for the learner to help him/her plan to complete all the cards in 2.5 hours. The time that it takes the learner to complete some cards may vary from the times listed above. However, the learner should be about halfway through the cards (on Our Brands) at the halfway point (1 hour, 15 minutes) to finish within 2.5 hours.

Indicators:



Discuss/Talk



Demonstration/Practice



Tasks

Ensure that these **resources** are available:

Course Materials

- Set of 10 Starbucks Experience learning cards
- Starbucks Experience video (on a separate DVD or on MyLearning)
- Computer with Internet access
- DVD player, if needed (on a computer or as a separate video player, if necessary)
- Green Apron “On the Spot” Award Cards
- Example of customer feedback (such as Customer Comment cards or Customer Voice reports)

Participant Materials

- *The Green Apron Book*
- *Coffee Tasting Guide*
- Learning Journal

NOTE: If the learner is not able to access the Internet, consult the cards listed below, and give the learner a printed copy of the following:

- Starbucks Company Recognition (for Welcome, Card 1)
- Starbucks Company Timeline (for Our Heritage, Card 4)
- Company Profile (for Our Organization, Card 5)

NOTE: If the learner is not able to access the Starbucks Partner Portal, consult the “Learn More” section of the following card and prepare a market-specific alternative:

- Green Apron stories (for Our Culture, Card 8)



STARBUCKS EXPERIENCE






Prepare

- 🕒 **Familiarize yourself with this course.** Read this trainer guide and review the learning cards.
- 🕒 **Find an appropriate place for the learner,** such as a back room or a quiet corner, and make sure that he/she is not disturbed. Set up access to a computer, Internet and the Starbucks Experience videos (including video captioning and a DVD player, if needed) and the Starbucks Partner Portal, if available.
- 🗣️ **Put the learner at ease** and encourage him/her to ask questions.
- 🗣️ **Tell your learner what he/she will learn:**
 - How Starbucks is passionate about our coffee and our customers
 - The Starbucks journey, from a single store into a global company with many brands
 - How Starbucks culture, mission, and global responsibility programs shape our impact on the world
 - How our personal values align with Starbucks principles

Present & Support

1. *Present (5 minutes; trainer-directed)*

Introduce the training and set the scene.

-  **Explain how the course works.** The learner will read one of the ten cards, follow the directions and then proceed to the next card. The learner should complete all of the activities under each section (including the “Discover Resources” and “Learn More” sections).
-  **Provide the learner with resources.** Help the learner access the Internet, the Starbucks Partner Portal and the Starbucks Experience learning cards and videos (including video captioning and a DVD player, if needed) within MyLearning. (If he/she does not have access to the Internet or to the Starbucks Partner Portal or MyLearning, follow the instructions on page 3 to provide hard-copy alternatives.)
-  **Point out the estimated time on each card.** Give the learner the timetable that you created (see page 2) and review it together.
-  **Direct the learner to work through the cards** on his/her own for two hours.
-  **Explain the tasks for the final 20 minutes.** Help the learner complete the last half of the Our Principles card. Review the course with the learner and answer any questions.



STARBUCKS EXPERIENCE

2. Support (2 hours; learner self-paced)

Assist the learner by monitoring time and confirming the answers to the following activity questions.



Support the learner as needed during the self-paced portion of the course. Monitor the time, and check periodically to make sure the learner is following the timeline to complete the cards in 2.5 hours.



Prepare answers for the following activity questions:

- **Welcome (Card 1):** Why do you choose to work at Starbucks?
- **Our Customers (Card 3):** What is your favorite customer story?
- **Our Organization (Card 5):** How does the learner's role fit into Starbucks global organization? How does the learner's work serve our customers?
- **Our Mission (Card 7):** What does Our Starbucks Mission mean to you? How do you demonstrate the principles (for example, "Our Customers") on the job?
- **Our Culture (Card 8):** What is your favorite Green Apron story? How do you demonstrate the Green Apron behaviors?
- **Our Responsibility (Card 9):** What events or programs are available at your location that support Starbucks goals for global responsibility?

3. Conclude (20 minutes; trainer-directed)

Spent this time together to complete the final card (*Our Principles*), review the course and answer any questions.

Our Principles card: “Discover Your Values”

- ☞ **Ask the learner if he/she identified five personal values** (the learner may prefer to keep them private).
- ☞ **Ask the learner to share which Starbucks principles mean the most to him/her** or align with his/her personal values. Each learner will have a different response. Support the learner to find matching values.
- ☞ **Be prepared to talk about your own values** and how at least one of your values matches a Starbucks principle.

Our Principles card: “Make It Personal”

- ☞ **Review:** The learner will gain a good overview of Starbucks and learn new things, but the goal of this review is not to test knowledge. **The primary goals of this course are to inspire the learner and to encourage conversation.** Use the review questions to assess and encourage learner excitement about Starbucks.
- ☞ **Commitment:** Ask the learner to read “Delivering the *Starbucks Experience*” on the back side of the *Our Principles* card. Discuss Starbucks expectations and the learner’s responsibility to represent Starbucks. Ask the learner how he/she plans to deliver the *Starbucks Experience* in his/her own role. Encourage the learner to record those commitments in his/her Learning Journal.



STARBUCKS EXPERIENCE

Follow Up

- **Ask the learner for any remaining questions** he/she may have and provide answers.
- **Tell the learner where he/she can go for support and additional information:**
 - Manager or coworkers
 - Any of the websites mentioned in this course (encourage the learner to record in his/her Learning Journal any web addresses he/she wants to revisit).
 - Starbucks Experience learning cards (set of 10)
 - *Coffee Tasting Guide*
 - *The Green Apron Book*
 - Green Apron “On the Spot” Award Cards
- **Ask the learner to apply** what he/she has learned to his/her job.
 - Demonstrate the principles of Our Starbucks Mission and the Green Apron behaviors
 - Represent Starbucks and create inspired moments in each customer’s day