Leadership & Lattes: Using People-Driven Philosophies to Engage Employees & Hardwire Excellence

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Starbucks

• Since 1992, it’s stock has risen 5,000 percent!

• Forbes has identified it as one of the world’s “most admired” companies

More than just a cup of coffee!
What makes it work?

5 Principles for Turning Ordinary into Extraordinary
Multiple Levels

- Unique Corporate Culture
- Passing down of these values to its partners

Create a culture in which employees can soar - turn employees into partners with a stake in the outcome of the company
Employees Need the Tools

• Extensive training:
  – Product knowledge
  – Guiding principles for success
  – Personal empowerment,
  – Importance of creating warm customer experience

Starbucks spends more on training than advertising
Proven Results

- Employee turnover is 120% less than industry standard
- Employees have an 82% job satisfaction rate
- Internal checks established to ensure leaders are actually living the company values
Leadership Makes It Work

• Leaders have to live the principles & values
• By design, leaders create powerful experiences for partners
• Employee understanding = increase in likelihood to exert creative passionate energy
  ....like the enthusiasm when making a $4 herbal tea
5 Principles

1. Make it your own
2. Everything Matters
3. Surprise & Delight
4. Embrace Resistance
5. Leave your Mark

Allow everyone to improve the workplace
Principle 1: Make it Your Own

- Leaders need to demonstrate impact employees have on those they serve

Green Apron Book

Market to your employees!
• A sense of belonging
• Your name
• Be genuine
• Knowledge is power
Principle 2: Everything Matters

Everything matters – environment & atmosphere, communication, reflection on performance

Coaching Managers
- Using guiding questions
Lead by Doing

• Facilitate a playful workplace
Employee Engagement Dividend

Thank You
Principle 3: Surprise & Delight

• The Cracker Jack effect - leaders surprising staff

• Creating delightful predictability
Keys to success – delight everyone!

1. Predictability
2. Consistency
3. Ritual
4. Routine
5. Community
6. Service Recovery
Principle 4: Embrace Resistance

• Understand what is important to individuals
• Look forward for any and all potential challenges
• Resistance inside
Principal 5: Leave Your Mark

Successful organizations have leaders who understand the importance of investing in their people and their communities.
Hardwiring Excellence
..for a World-Class Organization

- Purpose-Driven Work
- Principles
- Passion

Quint Studer
Fire Starter

Individuals who make a difference in the lives of others
Healthcare Flywheel – The Studer Group

Purpose, worthwhile work and making a difference
The Foundation

The 5 Pillars

- People
- Quality & Service
- Growth
- Value
- Innovation
Principle 1: Commit to Excellence

Align staff and leaders and put the “why” back in the business
Principle 2: Measure the Important Things

• Assess status
• Track progress toward goals
Principle 3: Build a Culture Around Service

• Define actions that will drive results

1) Key Words at Key Times
2) Follow-up (Discharge) Phone Calls
5 Fundamentals of Service
Key words at Key times

A-I-D-E-T

A = Acknowledge
I = Introduce
D = Duration
E = Explanation
T = Thank You
Principle 4: Create & Develop Leaders

• Develop, equip & sustain courageous leaders
• Continuous training = sustainability
• Leadership Development Institutes (LDI’s)
Principle 5: Focus on Employee Satisfaction

• Focus on employee satisfaction
  – Drive organizational results
• Rounding/Walk Through’s
• Employee Survey & Feedback
Principle 6: Build Individual Accountability

- Create a sense of ownership within
- Selection & Interviewing
- Bright Ideas
Principle 7: Align Behaviors with Goals & Values

- Leader evaluation aligned with desired outcomes and behaviors
- Measureable tool
- Leaders held accountable for outcomes
Principle 8: Communicate at All Levels

Critical

• Cascade information through organization
• Breadth & depth of information
• Connecting the dots of action
Principle 9: Recognize & Reward Success

• Hardwiring acknowledgement of great work
• Call attention to it & it will be repeated
• WOW! Award
Be a Fire Starter
&
Hardwire Excellence
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