

EXERCISING YOUR LEADERSHIP

“Business, like life, is all about how you make people feel. It’s that simple, and it’s that hard.” Danny Meyer

INTERVIEW

Interview often even if you do not have a position open. This keeps you open to the possibility of unexpectedly discovering a self-motivated employee. You may find a great person to weave into a position. If you are hiring young people, you have a huge opportunity to influence and develop strong work ethic. This is a bonus for you and can help you hold on to staff.

HIRE

Hire people on your team more for how they can make people feel than for how they do their job. You can train to accomplish the details of the job: hire for positive personality traits.

CLARIFY MISSION

It’s the job of any business owner to be clear about the company’s non-negotiable core values and set the standard for the quality of work you require. Explain behavioral expectation such as punctuality, dress code, respect of the whole team, and that friendly hospitality is customer service.

TRAIN

Train for customer service and sense of hospitality; this is paramount. Give the big picture store vision along with your training manual. Begin with simple tasks to build confidence, create segmented training that switches up activities, share specific praise, use your best trainers, and make sure they are scheduled to be focused on the new employee. Be clear on job expectations and the relationship to your store vision.

ASSESS

30 day introductory training ends with a formal evaluation. The first month is for checking each other out, on attitude and positive influence as well as accomplishing the tasks of the job. If not up to par in either area, do not keep them on. If you hire, use the evaluation date as their start date.

EVALUATE

Be on time with all staff evaluations, and focus on goal setting together as a team. Clarify that a raise will be forthcoming if goals are met. If not, a raise will not be in order. You do not get a raise for just doing the essentials of a job. Standard 3 month evaluation helps you set the stage for specific, personalized, immediate, sincere, and earned feedback.

INVEST AND DEVELOP

Invest in and develop staff capacity: take advantage of Farm to Plate Take 5 retail trainings, seminars, and trade show workshops to encourage higher levels of professionalism and awareness of and retail as a profession. This will help your business cultivate a professional atmosphere with skilled dedicated employees who want the store to succeed as much as you do.

Constant, gentle pressure is the preferred technique for leadership, guidance, and coaching.

