

A Bachelor of Integrated Studies
Creative Capstone Project

By: Jesse Millgate
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The Break

Millions wake up every morning to it, and numerous claim they cannot start their day without it. A large percentage will wait in line and pay \$3.95 to buy it while relishing the rich aroma of vanilla bean and toasted bagels. Coffee houses, along with the sought after cup of Joe, is a staple of American life. Throughout the ages, countless thoughts, discussions, and epiphanies have accompanied an individual when enjoying a cup of coffee.

and over in all cases and examples in this book, whether in leadership, decision-making, or communication, starting with WHY has a profound and long lasting impact on the

uniquely desirable and will differentiate itself from the many corporate institutions out there today. As the marketing strategy for The Break represents the road map to achieving greater results, such as sales growth, brand recognition, higher market penetration, etc., The Break will position itself as not just another coffee house, but a sanctuary where customers can expect an authentic and enjoyable experience.

In terms of building the experience for the customer and inspiring The Break employees to act, I refer back to the “Why Statement” and its importance with the core values of The Break. In doing so, it brings to the forefront a very important topic within the professional sales emphasis in the business plan. I feel that without this ideal or principle, there is no point to have a business in the first place. This ideal is customer service. Simply defined, customer service means taking care of your customers. Many companies incorporate customer service into their business culture through training and the design (and sometimes redesign) of significant business processes. In most cases, the business plan directs how they will provide customer service. However, what ever happened to going above and beyond for the customer? The problem with many of today’s business service models is that standardized customer service has been presented to employees as something they should merely follow without having any sort of accountability that will ensure the practice and exhibition of extraordinary service. Customer service however, is something that cannot be forced. It all begins with the passion, desire, and attitude to offer amazing service to patrons. Extraordinary customer service is an act that is authentic and meaningful. Service that is given in an impersonal way can be very obvious to most coherent customers. To these patrons that can see this unauthentic service slap to the face, it may leave them feeling cold or unappreciated.

This will not be the case at The Break. The idea and concept of customer service at The Break is centered on the idea and culture of “Aloha.” “Aloha” is a Hawaiian symbol that has a meaning of love and affection. Its meaning goes beyond any definition you can find about it in the dictionaries. Treating each client as a long-time friend, showing them love and appreciation will be supported by positive communication and interaction, and by going the extra-mile for them. As Ron Kaufman states in the *Journal for Quality & Participation*, “Having employees read a manual on customer service won’t uplift your service performance or build your service culture. Refreshing a mundane script won’t do the trick, either. It takes new action to uplift your service and delight the people around you. Service education pays off when principles are put into action, new insights are discovered, new skills are developed, and new understanding and competencies are secured.” (6) In light of what Ron offers in this scholarly article, and what I have taken from my personal experience, that in order to infuse service education into The Break’s culture and it be successful, there will need to be embedded dedication from the top down and responsive action from the bottom up. Then, and only then, will great stories be shared, people understood, and great experiences and moments of truth be had at The Break coffee bar/bistro.

The next ideal that is important to address in this business model is company culture. According to Investopedia, company culture can be defined as

“The beliefs and behaviors that determine how a company’s employees and management interact and handle outside business transactions. Often, company culture is implied, not expressly defined, and develops organically over time from

the cumulative traits of the people the company hires. A company's culture will hiring decisions, treatment of clients, client satisfaction and every other aspect of operations.” (7)

For successful companies, culture is about attracting and hiring the people who would be most successful in that particular organization. In this scenario, the culture of The Break is that of “Aloha,” yet sales driven and determined to be the best in all that it offers. It's about driving the behavior with all employees that makes the company successful. Sarah L. Simoneaux and Chris L. Stroud state, “A strong corporate culture reflects the values of the owners, the management team, and the employees. It also reflects the company's mission and has a direct impact on company policies and strategies. The corporate culture defines how employees interact with each other and with clients and other stakeholders. Successful firms exhibit strong and vibrant corporate cultures.” (8) In developing sales as part of this strong company culture, providing positive support to an employee though investing time with an employee's sales talents, can be very meaningful and beneficial for the employee. This in turn will assist in driving that positive behavior. By working with an employee on maximizing these sales talents, it can improve the position of the business by growing the employees knowledge base and turning their sales talents into strengths. Tony Rutigliano and Brian Brim assert in their book, *Strength Based Selling*, “Your talents are innate. But talent alone doesn't make strength. To develop your natural talents into strengths, you need to add skills, knowledge, and practice. These are important parts of the strengths equation...Talent x In() Tj E 50 0 0 TmT1 1 Tf3h0 0 50 0. A0.2(x 0 0 Tn

Vibrancy and not just good, but great, is the terminology that is expected to hear when one is describing his or her experience at The Break. It will be the passion and desire within The Break's culture that will help propel it to be the place to go when someone is looking to enjoy a great cup of java on the island of Maui. The idea of the passion and desire to be the best is colorfully presented in a story that was mentioned by Jim Collins, in his book *Good To Great*. The story tells about a man who was a world-class athlete and won the Hawaiian Ironman Triathlon six times. Throughout this man's training, he would burn over 5,000 calories a day. He had no weight problem whatsoever, but decided to eat a low-fat, high-carbohydrate diet in order to give him an edge. This triathlete would literally rinse his cottage cheese to get any extra fat off to

competitors. This is why at The Break, its visually artistic design is something that is of importance to address as it accentuates and draws attention to the business model.

The ideas and thought process involved in how The Break will look, feel, and

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