

# Creating Resiliency:

Establishing a New Normal in the  
Changing Landscape of Coffee Retail  
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## Our Mindset

1. **Attitude steers everything:** Your attitude towards the current crisis will determine the opportunities you see and don't see. Having a mindset of openness and optimism will allow you to see positive opportunities and energize your efforts.
2. **Don't waste a problem:** Problems are opportunities for improvement and in this case re-booting elements of your business that may need it. We rarely slow down long enough to edit our current operations.
3. **Look to the new, not the norm:** Instead of looking to get back what was, we must seek to improve or replace what was.
4. **Take responsibility:** Even though there are things outside our control, the way we respond is still up to us.

## Leadership

1. **Self awareness/ crisis amplifier:** Crisis amplifies everything we do. We already are on the hot seat as leaders, now more than ever, how we conduct ourselves will determine our legacy and success.
2. **Example + Presence :** We must lead by example and be present leaders. Let people see you handling things well. Let them see you working on things and being available where the work is done.
3. **Empowerment + Support :** Our staff need us to empower them with information, tools, and resources during this time. Especially consider the emotional state of your team and that of your customer
4. **Self-care schedule :** Don't burn out by overcommitting. Adrenaline only takes you so far and as counter intuitive as it seems, you need rest. Schedule it.

## Business

1. **Agility and diversified income :** In order to thrive you need to be agile and respond quickly to the changing landscape. Building a few different streams of income is critical. On-line, mobile, bulk sales, prep meals etc.
2. **Energized lean ops + Tracking :** Operating with fewer staff means operating with fewer options. Market these options well and celebrate them. Track your costs and inventory and be careful of slipping into old habits of over-ordering and unregulated waste.
3. **Review the why with an open mind:** Who you are and what you do may be changing. Be open to this and double down on your refined values. Infuse them in what you do.
4. **Expanding and refining the Culture:** Bring the culture to them via mobile ops and social. Creative ways to experience who you are in the absence of the full shop experience.
5. **Urgency vs desperation + the long game:** Urgency does not need to turn into desperation. Confidence in your marketing and your approach to service is needed but begging is a turn-off. Play the long game by serving their needs well and consistently and your needs will be more likely met.

## Connection and Consumers

1. **Reaching people's hearts and minds:** Empathy and outreach to the community is critical. We have unprecedented access to people's hearts and minds as small businesses. It's a great opportunity to create life-long connections.
2. **Values and action:** There is usually a gap here. Are you able to point to actions and cultural institutions that reflect your values? If not then it is time to create that.
3. **Facilitation and resourcing:** Customers want to be cared for and given opportunity to succeed with your coffee and brand at home. Position yourself as a trusted resource both in coffee and beyond.
4. **Experience > Quality:** Reexamine the guest experience. Not just for compliance and clarity of direction but also to improve it for the future. Both in-store and on-line. Ultimately how people experience your shop will matter more than whether they got the notes of the coffee exactly.

## Systems and staff

1. **Commit to building w/empathy:** Systems support everything. Your people, the experience etc. These systems need to be created with empathy and be made FOR the people using them and experiencing them.
2. **Quality + Hospitality + Experience:** These are the 3 areas that need SOPs and systems in order to deliver excellence.
3. **Contingency planning:** Plan for the future by creating plans on how you will survive another shut down or any other unforeseen event. This also includes creating banking accounts that s
4. **Re-calibrate metrics of success:** What does it mean to be successful? Financially, mission, community etc.
5. **Communication + feedback + vulnerability :** These are absolutely critical. Communication is the life-blood of the business and we need openness and vulnerability now more than ever because we need to be anchored to our common humanity in the midst of crisis. Always default to listening, follow-through, and providing robust and regular systems of feedback.