

**ED MYLETT WITH HOWARD BEHAR**  
PRESIDENT STARBUCKS

ITS NOT ABOUT THE COFFEE  
[GROW PEOPLE] → ITS WHAT MATTERS ITS OUR FOCUS  
→ THIS IS WHAT DRIVES US.

THE STARBUCKS EMPIRE  
20 STORES TO 30,000

- LEADERS: KNOCK DOWN THE HURDLES SO THEY CAN GROW THE BUSINESS. - THE PEOPLE
- HAD TO CONVINCE THE PEOPLE THE PURPOSE IS BIGGER THAN THEMSELVES.
- HOW - SERVING EACH OTHER THEN SERVING OUR CUSTOMERS
- WE WANT PEOPLE TO THINK INDIVIDUALLY. MAKE DECISIONS
- STRONG SYSTEMS & PROCESSES BUT HUMAN INTERACTIONS ARE MOST IMPORTANT.

LISTENING AS A LEADER  
FULL OF COMPASSION  
EMPTY OF SOLUTIONS  
LISTEN

PURPOSE PATIENCE  
PASSION PERFORMANCE  
PERSISTENCE PEOPLE

- BE WHERE IT FITS YOU.
- CORE VALUES DRIVE YOUR LIFE
- HAVE A MISSION FOR YOURSELF
- THE PERSON THAT SWEEPS THE FLOOR GETS TO CHOOSE THE BROOM

EVERYTHING WE DO IN LIFE IS SERVING ANOTHER HUMAN BEING.

SERVANT LEADERSHIP - YOU HAVE TO LIVE IT.  
LEADERS ARE HERE TO SERVE  
NOT TO BE SERVED  
GROW THE PEOPLE  
PEOPLE GROW THE ORGANIZATION  
ORGANIZATION GROWS THE BUSINESS

HELP TO FIGURE OUT YOUR CORE VALUES. BE CREATIVE  
WRITE THESE DOWN.  
HAVE A PLAN.  
YOU DONT OWN PEOPLE  
STARBUCKS COFFEE TO BE THE BRIDGE BETWEEN PEOPLE

**ROLE OF A LEADER**  
HELP PEOPLE ACHIEVE THE THINGS PEOPLE WANT OUT OF THEIR LIVES & HELP THEM GROW AS HUMAN BEINGS & IN SO DOING THEY HELP THE ORGANIZATION

USE TO THINK BUSINESS WAS ABOUT MAXIMIZING PROFITS - OPTIMIZE PROFITS - TAKE IN THE WHOLE COMMUNITY - VALUE TO THE WORLD. MAKING A BETTER WORLD.  
BE CURIOUS  
RESPECT AND DIGNITY  
BE HUMBLE

RECOGNITION REAL PEOPLE REAL VALUE.

YOU DONT KEEP PEOPLE BECAUSE YOU PAY THEM WELL - YOU KEEP PEOPLE BECAUSE YOU TREAT THEM WELL - RESPECT & DIGNITY  
(GET OUT OF YOUR COMFORT ZONE)  
NOT IN THE COFFEE BUSINESS SERVING PEOPLE  
WE IN THE PEOPLE BUSINESS SERVING COFFEE.

- CULTURE IS A DIRECT REFLECTION OF LEADERSHIP
- KNOWN FOR NURTURING AND INSPIRING THE HUMAN SPIRIT.
- YOU ONLY COMPETING AGAINST YOURSELF

21 OTHER COFFEE COMPANIES ALL OF THEM FOCUSED ON THE COFFEE WE FOCUSED ON THE PEOPLE FIRST

YOU DONT HAVE TO GET PAID FOR EVERYTHING IN LIFE

INTENTION PEOPLE CENTRIC  
TREAT PEOPLE WELL AND THEY WILL DO WELL...

SERVANT LEADERSHIP IS ABOUT PERFORMANCE  
LEADERS HAVE RESPONSIBILITY TO SET HIGH EXPECTATIONS

CULTURE IS WHO YOU ARE  
ITS WHAT YOUR VALUES ARE AND HOW THOSE VALUES CREATE YOUR ACTIONS

CULTURE IS NOT AN ITEM ON A LIST  
ITS THE THING - MAIN DRIVING FORCE