

hexx
SUPER. NATURAL.



Leadership @ Hexx

“Management is doing things right. Leadership is doing the right things.”

—*Peter Drucker, Business Consultant*

Leadership



I am the Brand & Culture Champion



The Brand & Culture Champion

A Brand & Culture Champion inspires the mindset and attitude of their staff to 'want' to deliver the desired customer experience in the style of the brand and in line with the culture.

A Brand & Culture Champion

1 Makes Time For Communication

2 Explains Why & What

3 Leads by Example

4 Inspect What You Expect

5 Provides Effective Feedback

6 Recognizes Cultural Fit



Make Time For
Communication



Make Time For Communication

Communication only happens
if you make time for it.

“The daily meeting was the core of my approach to managing.”

—Rudy Giuliani, Ex-NY Mayor

Communicate Daily



Leadership Habits

Ensure you make time to communicate with your employees on a daily basis sharing insights and passion for your brand and culture.

1

Makes Time For Communication



Explain Why & What

Explain Why

If you want your people to go all out on something, then you must explain why that something is important.





Explain Why

Why...

- ...must everyone be familiar with story of Hexx and Alexxa?
- ...must everyone understand our Vision?
- ...must everyone understand our Mission?
- ...are our Values important?

“Where there is genuine purpose, people excel and learn, not because they are told to but because they want to.”

—*Peter Senge, Director of MIT
Center of Organizational Learning*

Explain Why

“If you can't explain it simply enough,
you don't understand it well enough.”

—*Albert Einstein,*
Theoretical Physicist

Explain What



Explain What Is Expected

Ensure you can explain what is expected from the;

- Mission
- Vision
- Values
- Hexx Service Habits

“Communication is in the mind of the recipient. You’re just making noise if the other person does not understand you.”

—*Peter Drucker, Business Consultant*

Check For Understanding



Check For Understanding

Ensure your messages are understood:

- Take responsibility for communicating a message
- Do not ask, “Do you understand?”
- Ask them to explain or demonstrate what is expected
- Utilize multiple mediums

“What I do best is spread my
enthusiasm.”

—Bill Gates, Microsoft Tech Advisor

Believe In What You Say



Leadership Habits

Explain why our Brand and Cultural elements are important for our success and what is expected of every employee.

2

Explains Why & What



Lead By Example

“Leadership means setting an example. When you find yourself in a position of leadership, people follow your every move.”

—Lee Iacocca,
Former CEO of Chrysler Corporation

Lead By Example



Leading By Example

How do you lead by example with our values?

- Smile with your whole body
- Be kind and courteous
- Be sophisticated and welcoming
- Be knowledgeable and willing to share



Leadership Habits

Walk your talk. Let your actions and attitude exemplify our values for every employee.

3

Leads by Example



Inspect What You Expect

“A desk is a dangerous place from
which to view the world.”

—*John Le Carre, Spy Novelist*

Get Out Of Your Office



Leadership Habits

Ensure you are in the operation but do not become the operation.
Inspect what you expect from your employees.


4

Inspect What You Expect



Provide Effective Feedback

Provide Effective Feedback



BE
CONSISTENT

DELIVER IT IN
THE OPERATION

BASE IT ON
OUR VALUES &
HABITS

BALANCE GOOD
AND BAD

AVOID THE
LECTURE

Informal Feedback

Provide Effective Feedback

GIVE REASON FOR FEEDBACK

"John, as you know, one of Habits is to welcome and introduce our guests to the brand."

PROVIDE AN EXAMPLE OF THE OBSERVED BEHAVIOR

"I have been watching you over the past couple of nights and you do not seem to be providing a passionate introduction to the restaurant. Is there anything I can assist you with?"

HIGHLIGHT THE IMPACT OF THE BEHAVIOR

"What sort of impact do you think that has on our guests and our ability to deliver an exceptional or unforgettable Hexx experience?"

WAS THE BEHAVIOR APPROPRIATE? DEFINE NEXT STEPS

"What can we do to help re-engage you with what we are doing?"

THANK YOUR HOST

"Thank you for supporting our habits and goals. Please let me know if there is anything we can help you with in coming weeks."

Let's Practice

Scenario: You observe a Host unable to explain to a guest what single origin craft chocolate is.



Provide Effective Feedback

GIVE REASON FOR FEEDBACK

"As you know, one of our Values refers to us being knowledgeable and aware. Do you think this includes knowledge on our chocolates and menu?"

PROVIDE AN EXAMPLE OF THE OBSERVED BEHAVIOR

"I was just observing your interaction with that guest and it seemed like you were unable to answer their questions about what single origin chocolate is. Is this something you were aware of?"

HIGHLIGHT THE IMPACT OF THE BEHAVIOR

"What sort of impact do you think that has on our guest when we are unable to explain the very products that the brand is known for?"

WAS THE BEHAVIOR APPROPRIATE? DEFINE NEXT STEPS

"What can we do to ensure that you are familiar with all our products and chocolates?"

THANK YOUR HOST

"Thank you for supporting our habits and values. Please let me know if there is anything we can help you with in coming weeks."

Let's Practice

Scenario: You observe a great interaction between a Host and a guest that inspires the guest to purchase a number of retail items and sign up for the membership program.



Provide Effective Feedback

GIVE REASON FOR FEEDBACK

"As you know, we want to be known for our knowledgeable and social staff."

PROVIDE AN EXAMPLE OF THE OBSERVED BEHAVIOR

"I was just watching your interaction with that guest and you certainly made a great impression. You had fun and educated them, causing them to buy more."

HIGHLIGHT THE IMPACT OF THE BEHAVIOR

"Do you think the guest had a memorable time with us?"

WAS THE BEHAVIOR APPROPRIATE? DEFINE NEXT STEPS

"What can we do to keep you at this high level? You are a great role model for the other Hosts."

THANK YOUR TEAM MEMBER

"Thank you for bringing the brand to life and crafting great guest experiences."



LEADERSHIP HABITS

Give informal feedback to our team member on your employees commitment to the values.

5

Provides Effective Feedback



Recognize Cultural Fit



RECOGNITION

Top forms of recognition and usage:

1. A personal thanks (42%).
2. A written thanks (24%).
3. Promotion/pay raise based on performance (22%).
4. Public praise (19%).
5. Morale building meetings (8%).

Study by Dr. Gerald Graham, Wichita State University

“People may take a job for more money
but they often leave it for more recognition.”

—*Bob Nelson, Author*

Recognize Cultural Fit



Leadership Habits

Recognize cultural fit by saying 'thank you' whenever you see people upholding the values and making exceptional happen.

6

Recognizes Cultural Fit

“Great success only comes when you focus on what really matters. Are you spread all over the place or are you focused on the few things that will bring the greatest rewards?”

—*Jack Welch,
Former CEO of General Electric*

Our Leadership Habits

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1 Makes Time For Communication

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“Your most valuable asset as a leader is
your integrity.”

—*David Cottrell, Author of
“Monday Morning Leadership”*

Our Leadership Habits

“You do not build a reputation on what you say you are going to do.”

—*Henry Ford, Automobile Maker*

Leadership

Thank You

