Starbucks

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Starbucks

Starbucks was established in 1971 by Jerry Baldwin, Zev Siegl and Gordon. The three founders were students at the University of San Francisco when they decided to establish the company. The main objective of the company was to sell quality coffee beans and equipment. The first store opened of the company was located in Seattle. In 1986 the company operated six stores in Seattle and had started selling espresso coffee. In 1996, the company opened its first store outside North America, and it was located in Japan. The company was open to adopting any changes in technology, and hence in 2018, it announced that it would be adopting blockchain technology. The technology would enable the company to connect consumers with the coffee farmers. In 2018 the company contracted Uber Eats in order to offer delivery services to the consumers.

The company upholds the needs of employees by ensuring that they are involved in the major decision-making process of the company. The company's motto is known to be ‘Employee first' which means that the needs of employees are to be upheld at all times. In 2014, Starbucks announced that it was offering all its employees both full time and part time free tuition fees (Luckerson, 2014). Moreover, the employees receive Starbucks stock whenever the need arises and are also given as gifts by their supervisors. The employees also receive 30% discount on all Starbucks property they purchase. The company management believes that when employees are treated well, then they will, in turn, treat customers well (Greenleaf, 2016). This ensures that the company's operations are aimed at ensuring that nobody in the company feels unappreciated.

The Starbucks culture is described as ‘belonging, inclusion, and diversity.' The company has opened stores in various parts of the world, and hence the employees are from a diverse background. The company respects the culture of the areas in which they are located and the people they employ. The policies of the company are aimed at ensuring that the needs of both the employees and customers are fulfilled. The employees are regularly trained to acquire the skills needed in the current job market.

Servant leadership in Starbucks has been in existence since the company was bought by Howard Schultz in 1987. The leaders of Starbucks have been keen to employ servant leadership in their management teams which have resulted in the great success of the company (Northouse, 2016). Howard was the first CEO in the company and was also the first to practice servant leadership in the management. Howard encouraged all the management people to ensure that they served the needs of the employees and set goals that were achievable by the employees. The organizational culture of Starbucks is based on the ten principles of servant leadership. The main features of the company’s organizational culture are Starbuck’s Servant Leadership puts ‘employee first’. The management was allowed to ensure that the employees they led developed their skills. The latter was achieved by training the employees to acquire the relevant skills in handling customers. The management was to invest in awards that would be given to the best performing employees at the end of every financial year.

The company offers a relationship driven approach where, the management encouraged all the employees of the organization to develop warm relationships. This was to ensure that the employees worked in groups and that they would be ready to help each other when the need arose. The relationships formed in the workplace will result in the increased job performance of the employees. Through collaborative communication the culture dictates that the company employees communicate effectively to the management and present any complaints that may exist. The employees should also be informed of any major decisions made in the company that is likely to affect their performance. In times of crises, employees are to be informed to ensure they help the management in coming up with the relevant solutions.

Inclusion and Diversity exemplifies the culture ensures that every employee of the organization is regarded with high respect. Any employee qualifies for promotion as long as they meet the conditions set by the management. Nevertheless, everybody is invited to present their innovative ideas as long as they are doing so to improve the profitability of the company.

I choose to study Starbucks due to success that the company has experienced over the years and its highly acclaimed success over the practice of servant leadership. The company has exhibited the benefits that accrue to a company that practices service leadership. The benefits of servant leadership as portrayed by Starbucks according to Chris (2015), are; how it brings unity in the workplace. The leaders of a company who practice servant leadership serve every person in the company. Every employee need is fulfilled and any complaint tackled in the fastest way possible. Starbucks philosophy is ‘employee first' which means that the company protects the employees against any harm. Also, the employees are offered benefits such as acquiring stock at 30% discount and those in college are paid for their tuition fees.

It increases Loyalty in employees- Employees who work in places where they are greatly appreciated they rarely resign from their jobs. Employees good treatment involves getting awarded whenever they portrayed exemplary performance and promoted if they meet the set conditions. Such actions make the employees encouraged and motivated them to work harder at their jobs. Employees uphold the value of the company in all their operations. Starbucks encourages involvement as well. Servant leadership encourages employees to be involved in all the operations of the firm. Starbucks management conducts a training program to equip the employees with the necessary skills to ensure that they can handle any company's task that they are allocated. Also, the training ensures that the company's employees can handle the managerial responsibilities that are allocated to them when the need arises.

Starbucks management has upheld servant leadership practices over the years and has led to the success of the company. Servant leadership advocates for the empowering of the employees and development of the community where the company is located. Starbucks has been able to fulfill all the principles of servant leadership in all their operations.

The seven dimensions of servant leadership according to Liden et al., (2008) are; Emotional healing

Starbucks is sensitive to the needs of the employees by ensuring that they receive medical benefits when working for the company. The company pays for medical insurance of the employees monthly. Moreover, the company pays for employees' tuition fees those attending colleges.

Creating Value for the Community

The company developed the Starbucks Foundation that is aimed at training the youths in the communities they are located in. The Foundation equips the youth with the necessary skills needed to operate in the current job market. The company also protects the environment by ensuring that the water is recycled and that its operations do not pollute the environment.

Conceptual Skills

Howard Behar, former CEO of Starbucks once said the main purpose of the company's employees was to serve each other. Despite a person's position in the company they should at all times possess the skills of performing various tasks. The management of the company is trained regularly to ensure that they can effectively perform the organization's practices.

Empowering

The Starbucks employees are empowered to such an extent they make decisions for the company when performing their responsibilities. Employees of the company know how to purchase the quality coffee beans used by the company and from the company’s suppliers.

Helping subordinates grow and succeed

Starbucks conducts training for the employee on a regular basis to equip them with necessary operational skills. The employees are also involved in management seminars where they learn managerial skills. The skills acquired help the employees to work in various positions in other companies if they leave Starbucks.

Putting subordinates’ first

Starbuck's philosophy is ‘Employee first' which signifies the high regard the company has towards its employees. The company believes that if the employees are treated well, then they will translate the same to the customers. The employees will appreciate the customers they serve in the same level the management appreciates them. The company invests heavily in employee empowerment.

Behaving Ethically

The company in some instances has been accused of selling harmful to the consumers. However, the company has proven that it has the best intentions for its customers by offering high-quality services. The company coffee has been rated the best as it uses quality materials in the making of its products.

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