

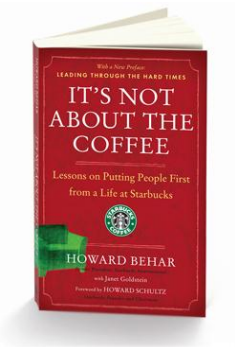


Topics: Management, Leadership

Our Rating: 3/5 

It's Not About the Coffee

Lessons on putting people first from a life at Starbucks – Howard Behar



Accretive Overview

During his many years as a senior executive at Starbucks, Howard Behar helped establish Starbucks culture which stresses the importance of people over profits. He led the international division to build a worldwide brand.

This is an interesting book with a central tenant: all businesses are people businesses, regardless of what they might manufacture or sell. Nothing typifies this more than Starbucks where coffee is secondary to the right people and culture.

Accretive's Key Takeout's:

To be a strong personal leader, there are 10 guiding principles:

1. Know who you are (wear one hat). Be clear about who you are and who you are not. Have clear visions, values and goals.

*People are not assets.
Assets always give us
what we expect.
People surprise us...*

2. Know why you're here - do it because it's the right thing not the right thing for your resume

3. Develop Independent Thinking – Allow the person who sweeps the floor to choose the right broom. Install confidence in people – allow them some room to make decisions on how to best do their job and get rid of the rules which make no sense.

4. Build Trust - Care, like you really mean it. If you create the right caring environment, people will feel safe to dream and reach their potential.

5. Listen for the truth. Put time into listening to what is not said, just as much as what is said.

6. Be accountable. No secrets or lies of omission. Say what needs to be said with care and respect. Do what you say. Always.

7. Take action. Think like a person of action. Act like a person of thought.

8. Face challenges head on. Don't shirk your responsibilities and remember you can still eat an elephant one bite at a time. While you're facing a challenge, don't forget your people.

9. Practice leadership. Don't let the noise of others crowd out the truth. Be bold without being arrogant.

10. Dare to dream. Big dreams mean big goal and big hopes. Enjoy what you do and help others to do the same.

Finally, if you come across a blinding insight, put it on your wall - whatever it takes to turn it from a good Idea to a lessened learned and implemented.

Want to read it all? Click to purchase the book with free worldwide delivery.



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