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# A COFFEEHOUSE FULL OF OPPORTUNITIES



## WHAT STARBUCKS PARTNERS HAVE TO SAY

### Malaysia 2015 BEING MORE THAN JUST AN EMPLOYEE



**S**TARBUCKS is a widely loved food and beverage brand that delivers excellent coffee and a total customer experience. Starbucks Malaysia has emerged as Best of the Best Employer in Aon Hewitt Best Employers Malaysia 2015.

Celebrating its rich coffee tradition, Starbucks is bent on fulfilling its mission to inspire and nurture the human spirit, starting with one person, one cup and one neighbourhood at a time.

In a culture of endearment and camaraderie, every employee at Starbucks is known as a "partner", not "employee" nor "staff".

"Partner" means a person who takes part in an undertaking with others. In essence, this narrows the gap often felt in employer-employee relationships, thereby creating a sense of belonging at Starbucks as a team and family.

Sydney Quays, Starbucks Malaysia and Brunei managing director, only knows too well that Starbucks partners are their assets, tamarade in taking care of them and making them an integral part of the organisation.

Quays says, "Starbucks groom talented partners with our outstanding and structured training and development programmes. Most of our store partners are food service professionals and college students, and what they all have in common is their passion for great coffee and friendly customer service, which ultimately helps them to bond as a family and build satisfying careers at Starbucks."

"The commitment of our partners is a major reason why Starbucks is recognised as the leading specialty coffee company and the industry benchmark in Malaysia."

### SET APART AS THE BEST ABOVE THE REST

As an organisation that provides ample opportunities by encouraging its partners to be one's best self, have an impact, connect with something bigger, make meaningful daily connections and be a lifelong partner, Starbucks strives to position itself to be a great employer.

On talent management, June Beh, Starbucks Malaysia and Brunei partner resources and compliance director acknowledges, "Retention starts from hiring the right talent; hence, we train our hiring managers to recruit candidates that have the desired attitude."

"We also highly invest in the training of every employee including part-timers, empowering them with the necessary skills and knowledge."

"We have formal and informal, planned and spontaneous, tangible and intangible recognition; focusing on acknowledging our partners' desired behaviours, efforts and achievements."

Starbucks's four key focus areas as its best practices guidelines include (see **Figure 1**):

#### 1 EMPLOYER BRANDING Objective: To strengthen retail and full-time workforce

Starbucks Employee Value Proposition is aimed at retaining, engaging and motivating partners in exchange for their productivity and performance. Known as the "Starbucks Experience", this includes extrinsic (rewards and benefits, opportunities for career development) and intrinsic elements (management style, work environment and culture).

Through its Talent Attraction Channel, the organisation plans, attracts, selects, hires and provides great compensation and benefits.

#### 2 PARTNER DEVELOPMENT Objective: To build leadership-bench readiness

After setting expectations, partners at Starbucks are empowered to chart their own career path and success. Learning and development programmes are readily provided to support them in their career growth.

Starbucks strives to engage and inspire part-

ners to achieve their personal best by engineering internal promotion opportunities. Such opportunities directly support their key business objective of store growth in Malaysia.

The sustainability and continuity of Starbucks lie in the speed of knowledge distribution through their best practices sharing. This is further enabled by being actively connected with both their local and overseas Starbucks networks.

With majority Gen-Y in the workforce, the recognition and reward system has evolved to become more personal and situational. This has proven to be the top motivator of employees' performance.

Starbucks also organises fun, relevant and engaging activities for partners all year round which include local and overseas leadership conferences in Asia-Pacific countries.

#### 3 COFFEE AND CULTURE Objective: To ensure delivery of quality products and services through structured learning and development

In cultivating a coffee culture at Starbucks, coffee knowledge is shared among all partners to empower them to become brand ambassadors. After all, the more they know about the product, the more confident they are in their roles and the

- 1. Employer branding**
  - Talent attraction channel to plan, attract, select and hire
  - Great compensation and benefits
  - Employee engagement

### WINNING HEARTS AND MINDS OF PARTNERS

- 2. Partner's development**
  - Structured career pathway
  - Internal promotion
  - Sharing of best practices
  - Recognition and award

- 4. Humanity and love**
  - CUP (Caring United Partners) Fund
  - Partner engagement through communication, activities and delivering Starbucks Experience
  - Corporate social responsibilities (CSR)

- 3. Coffee and culture**
  - Coffee tasting culture
  - Coffee expertise programme
  - Coffee farm visits
  - Coffee education and seminar
  - Moments of connection

Figure 1

more pride they have for the organisation. Starbucks provides the following two platforms to elevate partners' coffee passion: Coffee Master Programme and Latte Art Programme.

In ensuring partners appreciate the origins of their coffee, Starbucks has a unique programme called "The Origin Experience", an immersive coffee education trip that allows their partners to experience firsthand coffee-growing origins from different parts of the world.

Starbucks partners are empowered to own their actions and create "moments of connection" with customers to leave them greatly satisfied with their Starbucks encounters.

#### 4 HUMANITY AND LOVE Objective: To connect partners and help them in times of need

The Starbucks Malaysia CUP Fund (CUP for Caring United Partners) was inspired and created on Jun 22, 2007.

This programme empowers partners to help each other when experiencing significant hardship due to catastrophic circumstances, including natural disasters.

All partners are eligible to apply for assistance. It is funded solely by partners' monthly contributions and fundraising initiatives.

### BUILDING AND RESTORING 'BRIDGES'

Highly regarded as a truly responsible organisation, Starbucks embodies a noble belief that businesses should leave a positive impact on the communities they serve and on the planet we live on.

As such, Starbucks is dedicated to walking the talk by focusing on two main areas: community and the environment.

Initiatives and agendas include:

- For community**
  - Community grants
  - Global Month of Service
  - MY Community
  - Connecting Communities
- For environment**
  - Recycling
  - Energy
  - Water
  - Green building
  - Climate change

Starbucks is also committed to ensuring ethical sourcing of its coffee, tea and cocoa to help create a better future for farmers who toil in the land to produce high quality yields.

**■ If you are interested to start an exciting coffee journey with Starbucks Malaysia, check out [www.starbucks.com.my](http://www.starbucks.com.my). To know more about their CSR initiatives, visit [www.starbucks.com.my/responsibility](http://www.starbucks.com.my/responsibility)**

## MARKING AND MAKING A DIFFERENCE

IN 2013, Starbucks Malaysia launched Connecting Communities Project in Malaysia, a scalable community project that contributes to small villages that consist of local farming.

This project will not only encourages ethical sourcing but also opens a gateway opportunity to make an impact to the farmers' family and their entire community.

Among the first rural communities to benefit from this project is Kampung Lubuk Jaya, a rural village allocated in the outskirts of Kuala Selangor.

Starbucks purchased raw bananas from the village and these bananas will be used to develop banana-based food products that are retailled at all Starbucks stores nationwide.

Fifteen per cent of the proceeds will then be channelled to building a Community Computer Centre for the children of the village.

In April 2014, Starbucks launched the Community Computer Centre in Kampung Lubuk Jaya after raising RM118,000 and connecting the children of the village to a lifetime of learning.



▲ The launch of the Community Computer Centre in Kampung Lubuk Jaya.



▲ Starbucks partners helping out in beach clean up activity at Tanjung Lipat, Sabah.



▲ Starbucks partners involved in a recycling project with Penang Municipal Council.



**Sydney Quays**  
Managing director



**June Beh**  
Partner resources and compliance director



- 195** stores throughout Malaysia
- Starbucks has over **3,500** partners
- 350** assistant store managers and store managers promoted in **2014**
- 72,000** training hours through structured learning & development
- 100%** of operations leaders are internally promoted
- Total community service hours contributed: **43,000 hours**

### ... ON PARTNER DEVELOPMENT

AS a young father, I tend to work harder to benchmark my capacity - and with a reliable and trusted brand like Starbucks, it gives me a sense of relief that my son's future is secured.

We never stop learning. I started off my career in operations. Starbucks then gave me the opportunity to join the Construction and Facilities team. I believe there are many more new opportunities with Starbucks.

- **MOHINDRAN MUNUSAMY**, 12-year partner, project manager, Starbucks Malaysia and Brunei



THIS April marks my 15 years at Starbucks and despite being 54, I am proud to be a Starbucks partner and will continue to provide "the third place" and great coffee for my customers! Aside from being a store manager, I am also a manager coach mentor to my partners.

I strive to help them develop the necessary skills and knowledge to further advance in their career. There are always opportunity for career growth and development in Starbucks and I am happy to share my experience and train partners.

- **MARGARET LOH**, 15-year partner, Starbucks store manager



### ... ON COFFEE AND CULTURE

MY journey started in July 2004 as a full-time barista. I worked my way up till I became a store manager in mid-June 2008. Throughout my years till my tenth year, Starbucks has grown, not only in store volume, but also in internal career opportunities.

Starbucks' mission has been personally embedded in every partner to be a better person. It also fuels our passion towards coffee, and helps us appreciate coffee farmers and the environment.

- **AYESHA DAHLAN**, 10-year partner, Starbucks store manager



AT Starbucks, we are all about sharing and creating moments of connection over coffee. I am a certified coffee master and have conducted many coffee tasting sessions and seminars throughout my journey at Starbucks.

I am always excited to share my passion and knowledge towards coffee with my customers and partners. The experience is very rewarding for me especially when they appreciate and bond over coffee.

- **ADI FISFAISAL**, nine-year partner, Starbucks learning specialist



### ... ON HUMANITY AND LOVE

I first participated in GMoS (Global Month of Service) in 2013. I was amazed by the number of participants we gathered to serve our community. The experience definitely inspired me to be a more responsible neighbour and active contributor to the community.

I was given the opportunity last year to lead an entire district to create a lasting connection with the community. The initiative allowed me to be involved in community programmes and in return, to share our amazing stories with customers. With love, we serve.

- **DESMOND SOON**, two-year partner, Starbucks store manager



I was a full-time barista when I first started working at Starbucks six years ago. As I needed to further my studies, I had to change my position to a part-time barista. I was involved in many corporate social responsibility projects throughout the years and have been given the opportunity to meet various people and partners.

I enjoy bonding with the local community and making a difference to our environment. I realised how serious Starbucks is in preserving their community, and it greatly inspired me and other Starbucks partners.

- **LOW KAH YAN**, six-year partner, Starbucks barista

