



Back to Basics

Moneyball 2.0 Leadership training





AGENDA

- 1 **Why is this skill important?**
- 2 How to master the skill
- 3 Responsibilities
- 4 Tools & Reports





LEARNING GOALS

What will you learn through this session

LEARNING GOALS

1. THE FUNDAMENTAL PURPOSE OF A STM IN JOE

2. THE RIPPLE EFFECT

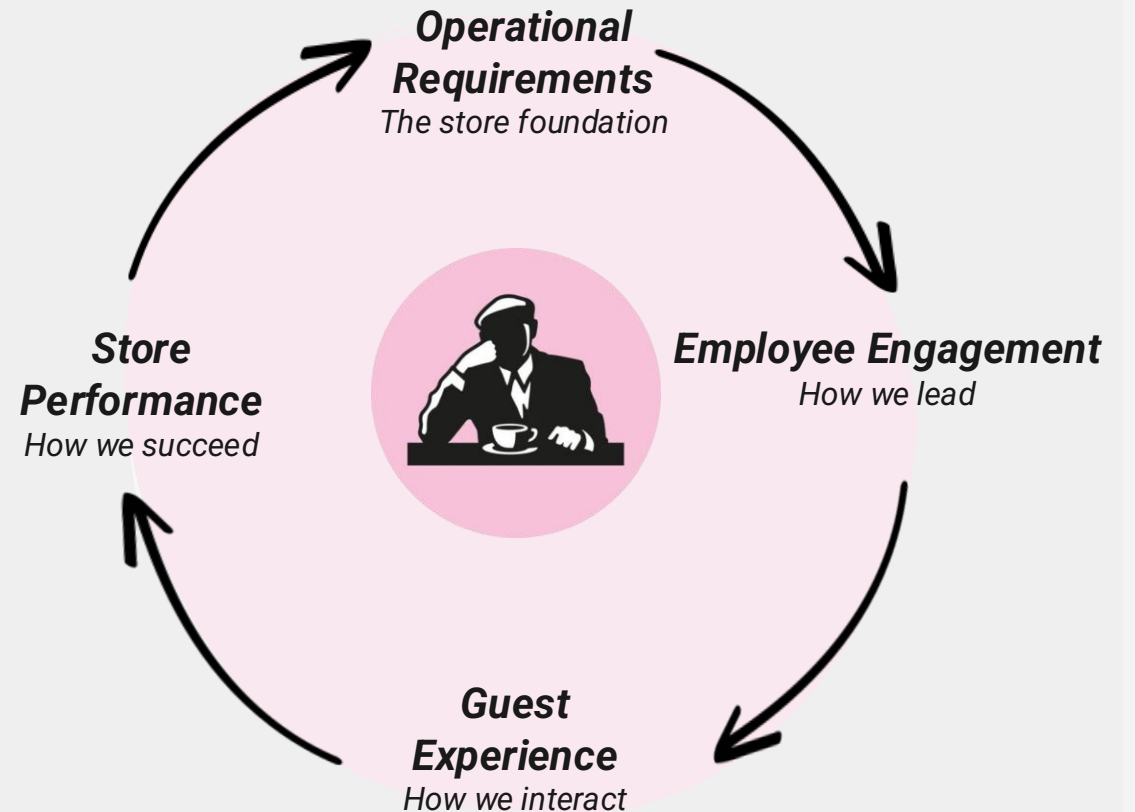
How to create the natural Joe-Vibe in your store – step by step

3. STM'S FIVE STEP APPROACH

How to take over a new store and implement correct standards and expectations

4. Back to Basics tool

CIRCLE OF OPERATIONAL EXCELLENCE





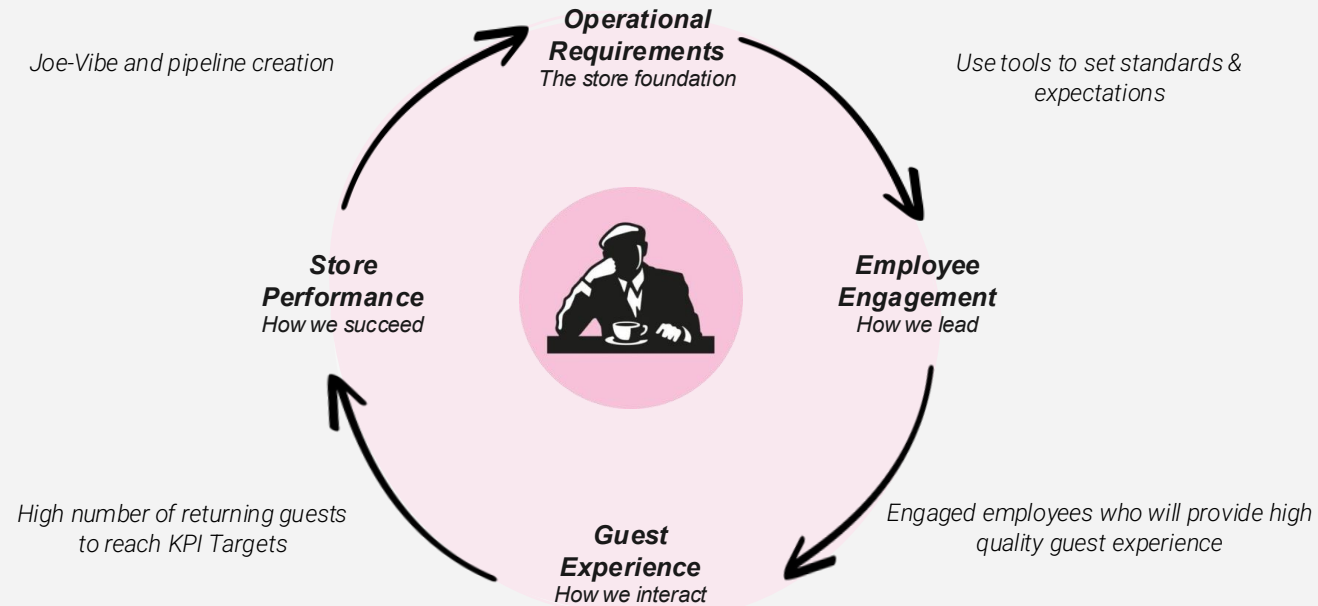
HOW DOES BACK TO BASICS IMPACT OUR BUSINESS?

Lead by example to create lasting impact on your team and improve performance

**BACK TO BASICS IS A KEY TOOL TO
ENSURE OPERATIONAL EXCELLENCE**

Back to Basics requires daily input, effort,
emphasis, practical execution, and follow up
for the team to see actual progression
This is the fundamental purpose of the

STM





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THE RIPPLE EFFECT

Back to Basics

PIPELINE

STORE PERFORMANCE + JOE VIBE

ADVANCED TEAM POSITIONING

MONEYBALL PROGRESSION & QUALIFICATION

TRAINING CAPACITY

TEAM MOTIVATION

**STORE
STRUCTURES**

The Ripple Effect describes the continuous spreading of results after excelling in the first step

1. Store Structures

- Involves everything we need to have to operate (Shiftplanning, Stock, Employees, Equipment etc)
- Keep a "Get things done" - Mindset to ensure our employees has everything they need to do their job
- By always having Store Structures in order, your employees can always focus on their job and not external factors

2. Team Motivation

- When Store Structures are in order the team will naturally have more capacity in their day-to-day to focus on the tasks at hand and it will be easier to motivate them

3. Training Capacity

- When the team is motivated and has more capacity supplemental or additional training can be scheduled to improve operational or people skills

4. Moneyball Progression & Qualification

- When team is constantly being trained you will spot both improvement points and employees who grows and performs through additional training
- Employees who grow under more training will go through Moneyball Progression

5. Advanced Team Positioning

- When employees progress through our Moneyball it will result in more leadership to strengthen team positioning through all operating hours

6. Store Performance + Joe Vibe

- When you have strong team positioning through all operating hours the Store Performance will improve, and we will naturally create the Joe Vibe within the store

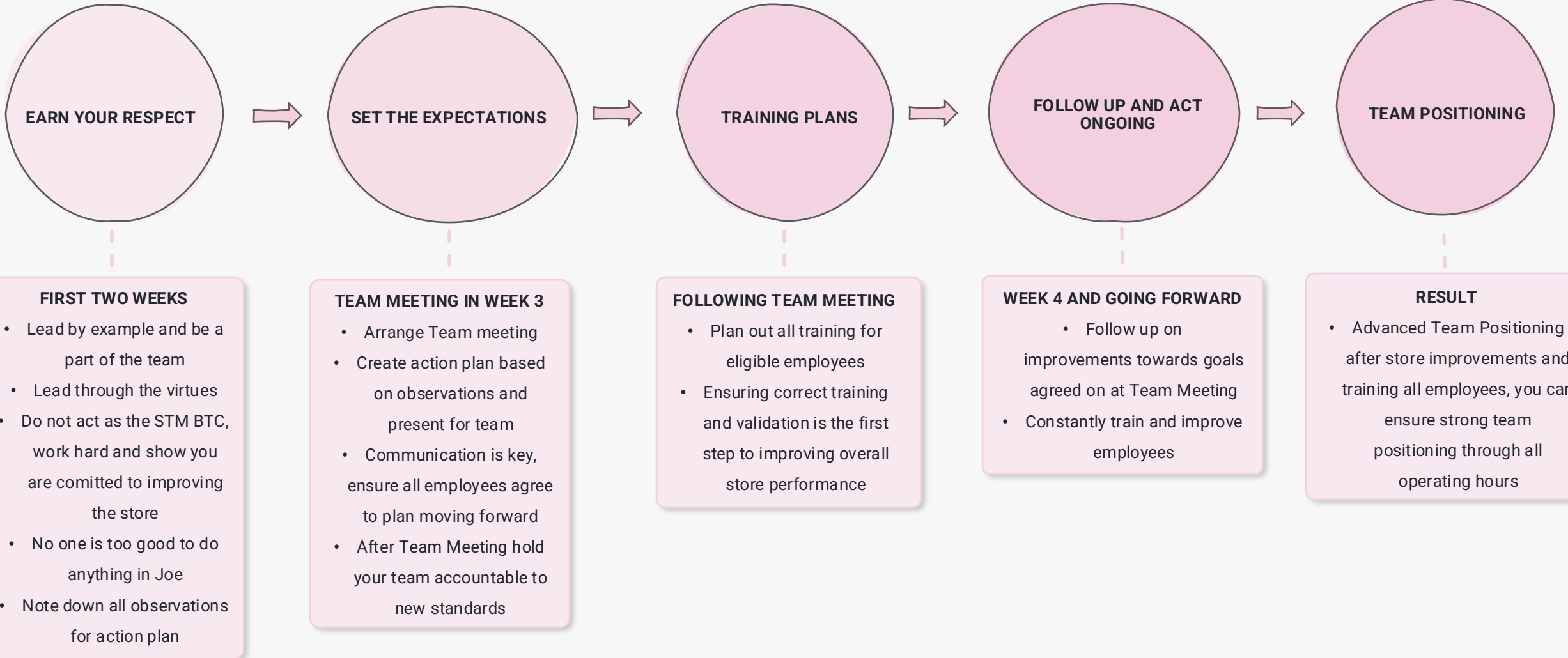
7. Pipeline

- When there is continuous Store Performance and Joe Vibe in your store, we will see a healthy Pipeline creation



STM's 5 STEP APPROACH

First month in your own store



By following the 5-step approach you will ensure correct approach - no one can be in the store 24/7. You need to motivate and engage with your team to reach your goals



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RESPONSIBILITIES & WHAT SUCCESS LOOKS LIKE

Key responsibilities within each role

ROLE	RESPONSIBILITIES	PRACTICAL TASKS	HOW TO FOLLOW UP?
DM	Ensure STM has correct onboarding into own store	Support STM on correct observations through 2 weeks of "Earn your Respect" and setting up Team Meeting	Attend Team Meeting and follow up on goals through weekly 1on1's
STM + ASTM	Come into own store with a "Get things done"- Mindset and lead by example	Follow STM's 5 step approach	Touch Bases through training, follow up and constant communication to employees

FOLLOW UP

If it is a New learning

1. Explain the why
2. Train how to do the task
3. Delegate action points
4. Execute follow up(s)

If it is an Old learning

1. Observe & identify missing optics
2. Guide and remind the why
3. Retrain specific aspects of the task
4. Delegate action points
5. Execute follow up(s)

What does Success look like?

Juicer

Clear communication from STM on expectations and standards.

STM / A.STM

Engaged team who wants to work with you and meets the expectations set by you.

District Manager

Engaged teams, lower retention and straightforward implementation of new initiatives.

In stores without a SM, the ASTM & DM is naturally taking over STM responsibilities



MANAGER SPECIALIST SESSIONS

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