



MONEYBALL 2.0 LEADERSHIP PROGRAM



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Dear Juicer,

Ever since our company was founded by Kaspar Basse in the heart of Copenhagen in 2002, we have always been about people.

Basse states that we focus 100% on people, and our cultural ambition is to build a contemporary educational platform.

So, to truly be people-centric, we are now introducing *new* managers' roles, each with a higher degree of autonomy, responsibility, and overall impact on driving operational excellence through our Juicers.

Each role should not just be seen as a stepping stone but rather as a milestone to be immensely proud of.

Welcome to the Moneyball 2.0 Leadership Program!

THE MANIFEST OF MUCH MORE

We have always been about coffee, juice and much more. In JOE & THE JUICE, “a Juicer” is not a machine! We focus 100% on people! Our fundamental **purpose is to** build a contemporary educational platform for how to prepare all people of our movement for a healthy life filled with aspiration and meaning. Because the world has changed, and what the world needs has changed. We continuously strive to become better and better at igniting and inspiring everyone across the planet to every day increase their focus on realizing their potential and **forming strong social ties to each other**. We aim to become one of the most preferred educational institutions recognized and respected by families in generations to come. A JOE & THE JUICE University of Passion & **Personal growth**.

We want to be a family of life lovers, nutrition fanatics, coffee aficionados, hardworking idealists, and adventurers joining ties within our discipline of work, experiencing personal growth and professional development. We want to be ultimately diverse in our approach to the world, and we invite **anyone**, never to be limited by anyone’s background, who can accept our fundamental purpose, goals and disciplines.

We strive to develop a culture that delivers an unseen level of **meaningfulness** in the intersection between our people and our workplace.

We do not believe in entitlement – we believe in opportunity! We believe in the power of discipline, responsibility and precision to fuel individuality with humanity. We exist to inspire all people of our movement to everyday be as different as they want – but to never be **indifferent**. We aim to create a space of intimacy with family ties that makes you feel at home. When you **really** try, but fail, we forgive. This is what we call **INCLUSION**.

At JOE & THE JUICE the value of money and accomplishment depends on how it’s earned. With great respect and focus on our legacy, we build and **grow** our business to constantly invest in improving our educational platform and making a healthy impact on the planet as we expand our movement and spirit. Therefore, as we measure our operational performance, we equally want to become better and better at measuring meaningfulness, as the level of meaning working for JOE & THE JUICE gives to the life of our Juicers, and – eventually – everybody within our movement.

We enjoy being **ambitious** in all areas of our efforts, and we are **vain** about the **quality** we deliver and the positions we keep. We want to be proud of everything we offer, and the **attitude** with which we offer it. If one day, this mindset is a global standard, we truly believe the world has become a better place!

We are JOE & THE JUICE, and we are all about people. We want to be nothing short of WORLD- FAMOUS, and one day, we will be on the cover of Rolling Stone Magazine!



Kaspar Basse, Founder

COMPANY VIRTUES

To lead by our Company Manifest, we strive to...

encourage

POSITIVE ATTITUDE



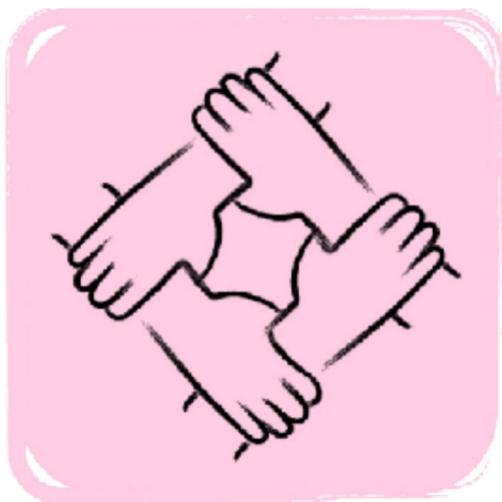
empower

INCLUSION



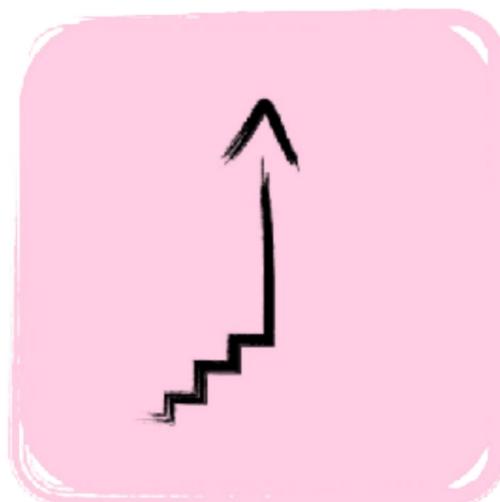
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SOCIAL TIES



offer

GROWTH



STRATEGY HOUSE



**"BECOME THE FIRST TRULY GLOBAL
PEOPLE CENTRIC FOOD & BEVERAGE BRAND"**

"TO OFFER A HEALTHY, CONVENIENT, AND AMBIENT EXPERIENCE WHEN ENTERING OUR UNIVERSE"

HEALTH

EXPERIENCE

CONVENIENCE

SUSTAINABILITY



OUR STORES



OUR JUICERS



OUR PRODUCTS



POSTIVE ATTITUDE



INCLUSION

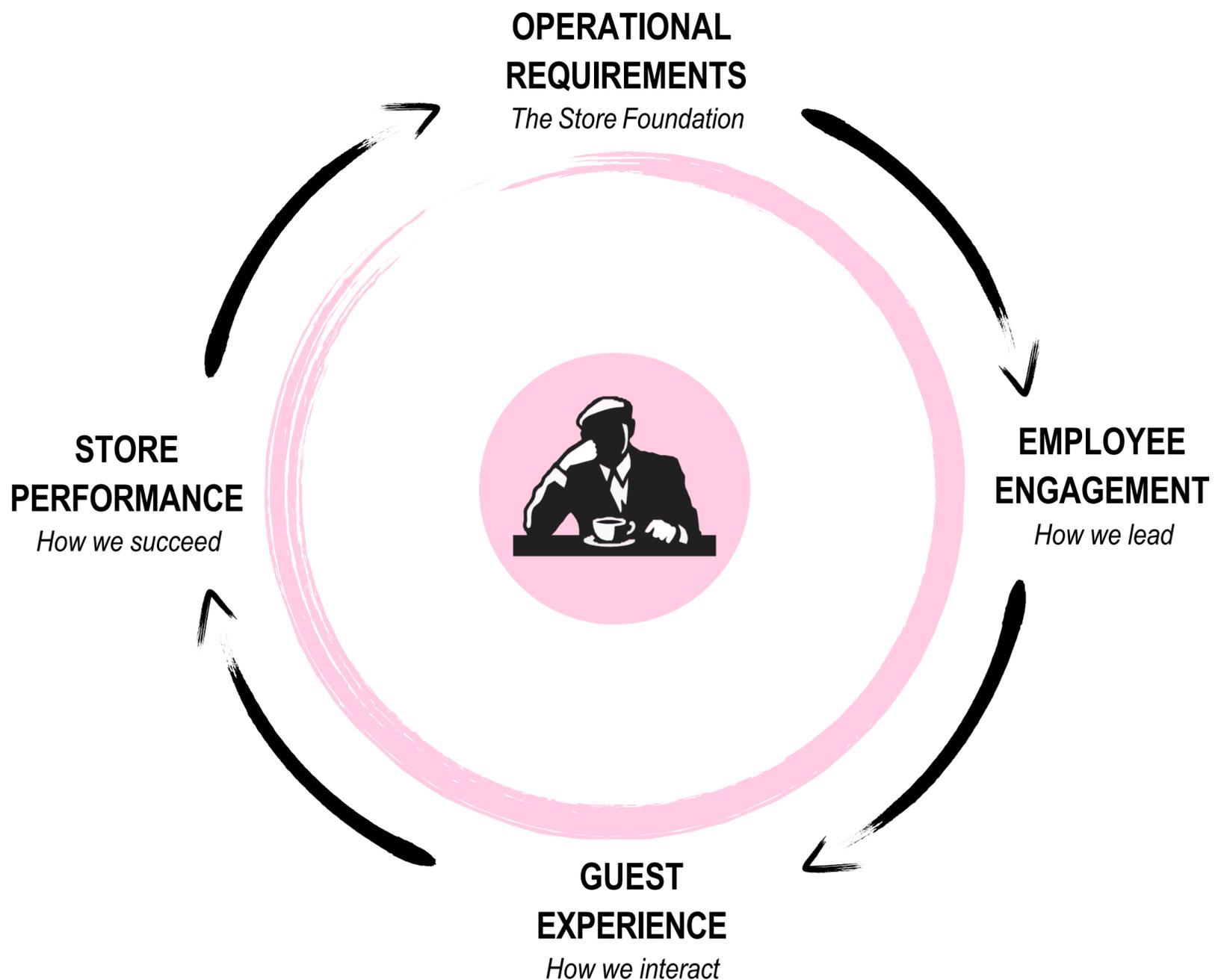


SOCIAL TIES



GROWTH

CIRCLE OF OPERATIONAL EXCELLENCE



PERFORMANCE WITHIN THE CIRCLE OF OPERATIONAL EXCELLENCE IS ACHIEVED BY LEADING PEOPLE IN ALIGNMENT WITH OWN AND COMPANY VIRTUES



MODULE 1
VIRTUE-BASED LEADERSHIP



MODULE 2

FOOD & BAR SAFETY & STORE MAINTENANCE



MODULE 3
SUPPLY CHAIN MANAGEMENT



MODULE 4
SHIFTPLANNING





HOW DO I
LIKE MY
COFFEE?
SERIOUSLY



A GOAL WITHOUT A
PLAN, IS JUST A
WISH - MAKE
SMART GOALS



MODULE 5
RECRUITMENT & ONBOARDING



MODULE 6
EMPLOYEE ENGAGEMENT &
DEVELOPMENT TALKS





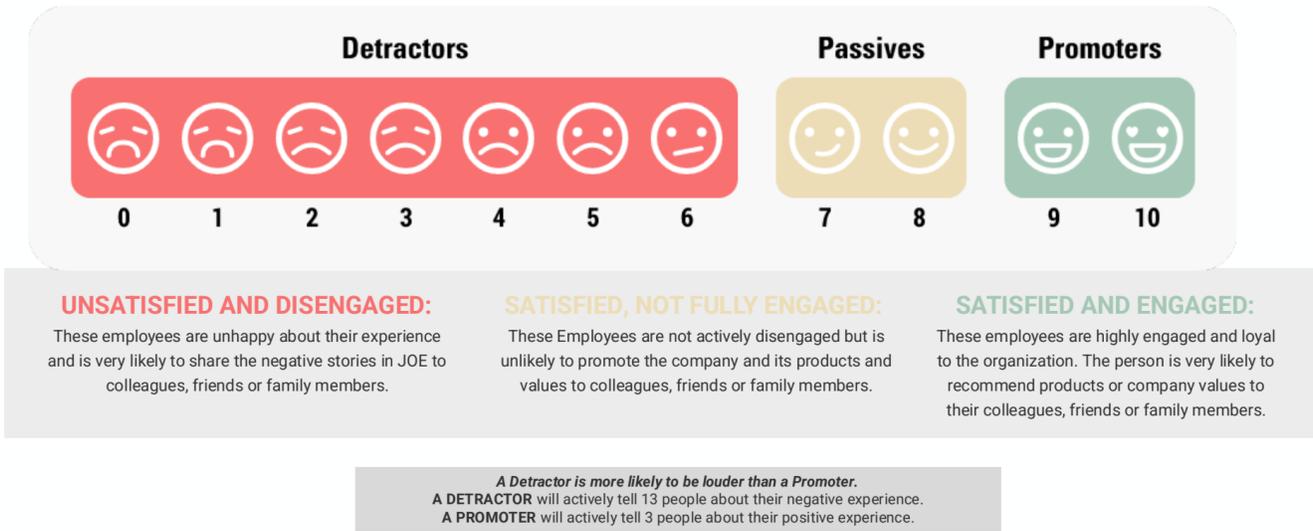
EMPLOYEE ENGAGEMENT & DEVELOPMENT TALKS

NOTES



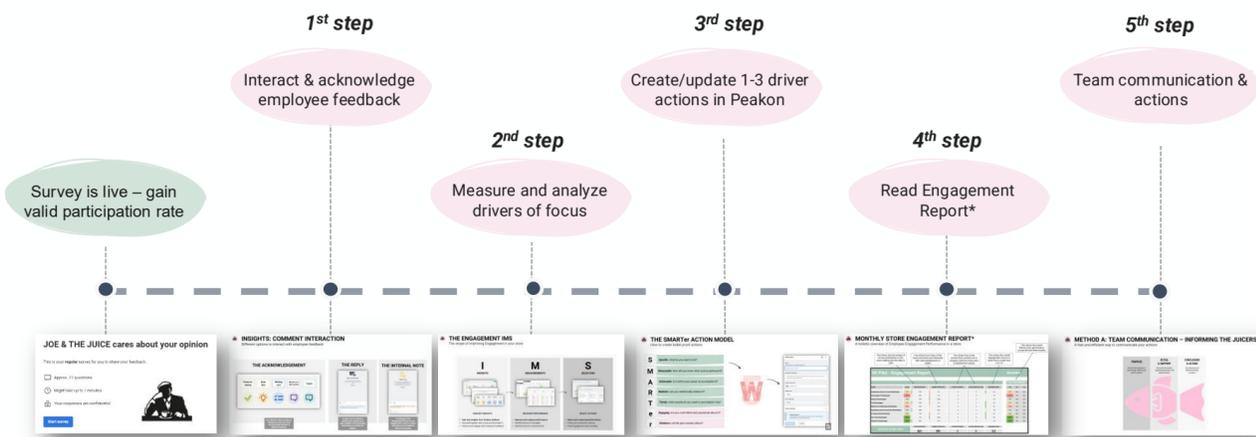
THE RATING SCALE

A manager tool to analyze performance



ENGAGEMENT SURVEY MANAGER FLOW

Tasks & responsibilities after a survey



1-3 Engagement actions are created per quarter, and on monthly basis it is about analysing impact, refining actions and implementing adjusted actions.

*A market specific report to be created by operational planner

MODULE 7
CRITICAL THINKING



MODULE 8

STRATEGIC THINKING & PIPELINE





STRATEGIC THINKING & PIPELINE

FOLLOW UP

MASTERING TIME WITH EISENHOWER MATRIX

URGENT

LESS URGENT

IMPORTANT

DO

These tasks are both urgent and important. They need to be executed immediately by yourself.

PLAN

These tasks are important but less urgent. These activities have no pressing deadline, but are important for optimising performance.

LESS IMPORTANT

DELEGATE

These tasks should be delegated. They are urgent, but less important, which means you don't need to do them yourself.

ELIMINATE

The tasks you value as unimportant and not urgent. These tasks should not receive your focus as they do not provide any value to the performance





WHEN YOU GIVE
A TASK, YOU GET
A TASK - TO
FOLLOW UP



MODULE 9
BACK TO BASICS



MODULE 10

DISCIPLINARY ACTIONS & TERMINATIONS



MODULE 11

BRAND BEHAVIOR LEADERSHIP & TORCH BEARER



MODULE 12

STORE PERFORMANCE & REPORTING





VALIDATION





Congratulations on finishing the Leadership Program!

