



# AUDIT MODEL

JOE & THE JUICE

MB 2.0





# Training & Talent Development: Audit Alignment

What Local Management Can Expect

**Purpose:** Ensure strong leadership, healthy talent pipelines, and consistent operational performance across Nordic markets by translating global training strategy into measurable local impact.

## GLOBAL BB AUDIT REPORTING & COMMUNICATION



### 1 Rhythm of the Business

Weekly



Weekly reporting tool designed to improve store-level visibility, support weekly goal tracking, and strengthen bottom-up communication. Intended for use in weekly catch-up meetings between STM/DM and OM.



### 2 Store Check

Monthly



Monthly reporting tool incorporating a 360° full store check, to be used within the Monthly District Business Review and operational standards insurance,

### 3 Brilliant Basic Audit

Bi-Weekly



Bi-Weekly Reporting tool to ensure Operational excellence, lean stores and strong guest experience.

### 4 Training Validation

Pr. Training



Validation tool for performance shifts and management training evaluations.



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## RHYTHM OF THE BUSINESS – WEEKLY REPORTING



Rhythm of the Business

Weekly

Weekly Reporting tool, aligning reporting method throughout Nordic

Audit & Report Purpose



Weekly reporting tool designed to improve store-level visibility, support weekly goal tracking, and strengthen bottom-up communication. Intended for use in weekly catch-up meetings between STM/DM and OM. The tool provides a structured framework to review store performance, highlight operational challenges, and track progress against key priorities. It enables early identification of risks, promotes accountability, and ensures alignment on actions and expectations. Additionally, it supports consistent communication, clearer decision-making, and continuous performance improvement across stores.

Training Department will support Markets and OM by reporting and communication weekly & monthly



# STORE AUDIT

NORDIC BUSINESS AUDIT SEQUENCE

SAME DAY

Unannounced  
BB Audit



Unannounced BB Audit

Unannounced

Announced  
Brilliant Basic Audit



Announced Brilliant Basic Audit

Announced

360 Audit



360 Audit

Announced



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## BI-WEEKLY BB AUDIT REPORTING & COMMUNICATION



BB: Store Check

Bi-weekly

Monthly Reporting tool which will be part of the monthly district business review and Market evaluation.

### Brilliant Basic: Store Assessment & Showtime Audit

### Audit Structure, Sequence & Segment Definitions

### Audit Purpose

The Store Assessment & Showtime Audit evaluates in-store execution against brand, operational, and guest experience standards. The audit follows the full guest journey, assessing the physical environment, team behaviours, operational flow, and product delivery to ensure consistency, efficiency, and brand alignment. It provides a comprehensive view of store performance, identifying strengths, gaps, and opportunities for improvement. The audit supports operational excellence by reinforcing standards, driving accountability, and promoting best practices across locations. It also serves as a coaching and development tool, enabling targeted actions that enhance guest experience, team effectiveness, and overall store execution.





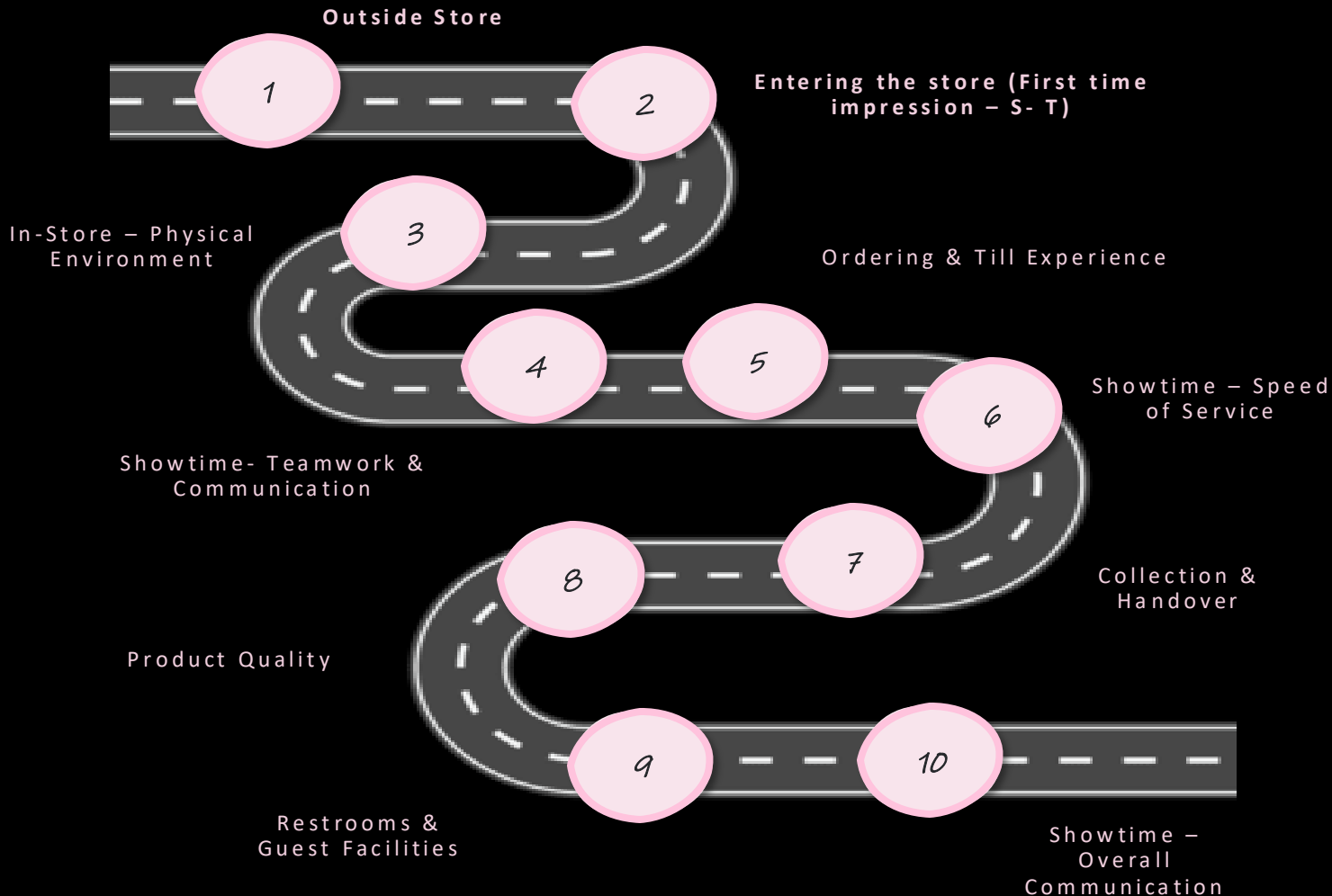
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## THE AUDIT JOURNEY: BRILLIANT BASIC



### Store Assessment & ST Audit

1. Outside Store
2. Entering the store (First time impression)
3. In-Store - Physical Environment
4. Showtime- Teamwork & Communication
5. Ordering & Till Experience
6. Showtime - Speed of Service
7. Collection & Handover
8. Product Quality
9. Restrooms & Guest Facilities
10. Showtime - Overall Communication



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## POST AUDIT EVALUATION

### HOW TO

Use this assessment as a foundational tool to establish a strong operational baseline that drives team alignment, elevates guest experience, and enhances overall store performance. The insights derived from the assessment create clarity around priorities, standards, and expectations, ensuring that the Brilliant Basic KPIs directly support the desired guest experience.

### Action Plan

Leaders should treat this framework not simply as a measurement system, but as a leadership exercise. When actively used during monthly reviews, it becomes a powerful performance-improvement tool, which are driving accountability, reinforcing standards, identifying gaps, and recognizing successes. Consistent application strengthens team clarity, engagement, and overall business outcomes.





**THANK YOU**

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