



DISTRICT MANAGER TRAINING

JOE & THE JUICE

MB 2.0





JOB DEFINITION

JOE & THE JUICE NORDIC TRAINING
ROLE DASHBOARD

TASK OVERVIEW

WEEKLY

MONTHLY

OPERATIONAL REQUIREMENTS

1. BTC Shifts (Lead by example)
2. 360 Store Audits
3. Bi-weekly B.B Audits
4. Waste Management and coaching
5. Monday Facility Tracker
6. Management Presence Tracking
7. Bi-weekly alignment with Support functions

EMPLOYEE ENGAGEMENT

1. Manager Coaching and Talks
2. Compliance Tracking
3. Team Development & Pipeline
4. Weekly Facility Manager talks
5. Training Validation

GUEST SATISFACTION

1. Brand Behaviour alignment through coaching and audits (Show time)
2. Myli Score and comments evaluation and disciplinary actions executed

STORE PERFORMANCE

1. Weekly Sales Tracking
2. Commercial initiative tracking
3. Template & Sal % evaluation
4. Weekly Report (ROTB)
5. Brilliant Basics Execution

TASKS

1. PNL performance evaluation and
2. ... (W)
3. ... Standards
4. ... review
5. ... education

DISTRICT
MANAGER

ACCOUNTABLE FOR

- Drive district performance vs budget
- Coach STMs on priorities, performance & execution quality
- Ensure cadence of reporting & reviews - downwards / upwards
- Own execution of initiatives (why / how / when)
- Ensure brilliant basics & SOP compliance

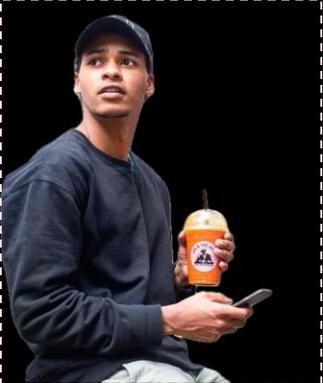
KEY PRIORITIES

- Drive district performance vs budget
- Coach STMs on priorities, performance & execution quality
- Ensure cadence of reporting & reviews - downwards / upwards
- Own execution of initiatives (why / how / when)
- Ensure brilliant basics & SOP compliance

SUCCESS MEASURES / KPI'S

- District P&L vs budget
- Consistency across store KPIs (Brilliant Basics)
- STM capability progression & employee engagement
- Quality of initiative execution

ACCOUNTABILITY GOALSETTING





JOB DEFINITION

JOE & THE JUICE NORDIC TRAINING
WEEKLY PLANNING

TASK OVERVIEW

DISTRICT
MANAGER

Capture the Morning

Show-Time

Evening Host

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7.00 AM						GAME - DAYS	
7.30 AM							
8.00 AM							
8.30 AM							
9.00 AM		Local Facility Manager Meeting	STM Weekly Evaluation	District Management Meeting Weekly		B-Review Follow Up	
		Weekly Sales Review	STM Weekly Evaluation			for Monthly tasks	
9.30 AM		WEEKLY ADMIN PLANNING 1. Weekly Risk proof 2. Shift plan assessment & Team positioning 3. Facility Tracker 4. Talent Pipeline - Heatmap Overview 5. Myli & Co review 6. Myli & Co review 7. Myli & Co review	STM Weekly Evaluation				
10.00 AM							
10.30 AM							
11.00 AM							
11.30 AM							
12.00 PM							
12.30 PM							
1.00 PM							
1.30 PM							
2.00 PM							
2.30 PM							
3.00 PM		STM Weekly Evaluation	Weekly OM WORS / Review	Store Audit / Visit 4 Manager Coaching Targets & Planning Follow Up			
3.30 PM							
4.00 PM		STM Weekly Evaluation	Store Audit / Visit 2 Manager Coaching Targets & Planning Follow Up			Weekly Round Up	
4.30 PM							
5.00 PM		STM Weekly Evaluation		Shift plan assessment for ROW	Pink Development Talks		
5.30 PM							
6.00 PM							
6.30 PM							
7.00 PM							
7.30 PM							
8.00 PM							

WEEKLY DISCIPLINE

OH:



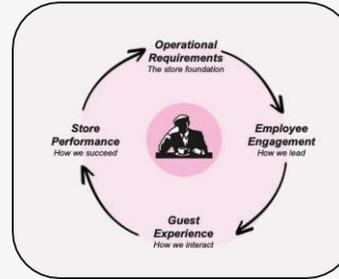


OUR OPERATIONAL PHILOSOPHY



Back to Basics

“Our mindset & onboarding leadership approach”



Circle of Operational Excellence

“Our training theory & practice structure for Operational Excellence”



Brilliant Basics

“How we drive performance”



1

1st & 2nd WEEKS >>> [EARN YOUR RESPECT]

Build credibility & understand the reality of the district.

2

3rd WEEK >>> [ALIGNMENT & STRUCTURE]

Define and create clarity for the district through structures & clear expectations

3

4th & 5th WEEK >>> [FOLLOW UP & EXECUTION]

Take ownership of the weekly operating rhythm and drive execution across all stores

4/5

6th WEEK >>> [PERFORMANCE & TEAM DEVELOPMENT PLAN]

Own district performance and define the plan together with OM & Market Manager

1. Be present in stores (open / peak / close)
2. Lead by example according to DM role definition standards
3. Support Store Managers in daily operations
4. Observe store structure, routines & execution
5. Join Weekly STM Meetings (listen & learn)
6. Understand KPIs (BB, sales, Myli)
7. Update and practise all District Manager tools from Toolbox set

1. Host District Alignment Meeting
2. Set up Routines (daily & weekly) within role and Store Managers
3. Align on expectations & responsibilities jf. MB 2.0 & BB
4. Introduce Weekly STM Meetings structure
5. Start structured store visits
6. Begin light follow-up on aligned priorities from DM meeting

1. Lead Weekly STM Meetings (Rhythm of the Business)
2. Lead Weekly Facility Meetings
3. Have *first bi-weekly* support function meetings
4. Conduct first store visits & audits (BB focus)
5. Follow up on Weekly Pulse KPIs (Budget, BB, Quarterly)
6. Hold Store Manager Development Talks
7. Validate training & execution (Pipeline 3-month planning)
8. Follow up on actions, compliance & facility

1. Take full ownership of district performance (BB, Sales, Quarterly focus)
2. Identify last performance gaps & define clear action plans per store
3. Set-up Develop plan Store Managers to drive execution & accountability
4. Build district BB development - & Team pipeline plan
5. Ensure consistency across stores through strong follow-up
6. Present performance & development plan to OM & Market Manager (Operational Business Review)



DISTRICT MANAGER TRAINING

With OPERATIONAL MANAGER FOLLOW-UP

Phase	District Manager (Training Focus)	Operational Manager (Follow-up & Coaching)
1. EARN YOUR RESPECT Week 1-2	Be present in stores (open/close) Lead by example across stores Support Store Managers in daily ops Understand KPIs & tools	Be present in the field with DM (Lead by example) Align on expectations & standards (Job Definition) Ensure understanding of KPIs & Weekly structures
2. ALIGNMENT & STRUCTURE Week 3	Host District Alignment Meeting Set routines (STM meetings, visits) Align expectations with Store Managers Introduce structure across district	Support alignment meeting Ensure routines are correctly implemented Align DM on structure & expectations Coach on communication & leadership
3. FOLLOW UP & EXECUTION Week 4-5	Lead Weekly STM Meetings Conduct store visits & audits Follow up on KPIs & compliance Hold development talks with SMs	Observe DM execution Coach on follow-up discipline Challenge KPI understanding Validate quality of store visits & coaching
4. PERFORMANCE & TEAM DEVELOPMENT Week 6	Own district performance (Sales, BB, KPIs)Build store action plans Develop SM pipeline Ensure consistency across stores	Challenge performance & decisions Review district plans Align on priorities with OM/MM Elevate DM to business ownership



THANK YOU

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