

INTRO
EXPLORER

■ THE NORTH FACE AMBASSADOR

EXPLORER KNOWLEDGE

THE EXPLORER

Just like an explorer who explores a new or unfamiliar area. We want to support new The North Face ambassadors explore within their new environment. The following guide will help prepare every employee with the knowledge it requires to become a The North Face ambassador from DAY 1.

AS PART OF YOU'RE THE NORTH FACE JOURNEY, YOU WILL

.....

EXPLORE YOUR NEW STORE ENVIRONMENT
ESTABLISH NEW RELATIONSHIPS WITHIN YOUR INSTORE COMMUNITY
CONNECT DIRECTLY WITH CUSTOMERS OF THE NORTH FACE

WHAT DEVELOPMENT & SUPPORT YOU CAN EXPECT FROM DAY 1

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INTRODUCTION TO DARE TO EXPLORE HANDBOOK
BEING A THE NORTH FACE AMBASSADOR
CONNECT, CURIOUS & CHAMPION OVERVIEW
70-20-10 MODEL
TNF DNA STRANDS

THE **70 - 20 - 10 MODEL** IS BASED ON INFORMAL TRAINING. RESEARCH SHOWS THAT 70% OF WHAT PEOPLE LEARN TO DO WELL IN THERE JOBS DO THROUGH EXPERIENCES AND PRACTICE OF DOING THERE JOBS. THE 70-20-10 MODEL ALSO ALLOWS US TO BE MORE FLEXIBLE WHEN IT COMES TO FACILITATING AND SUPPORTING WITHIN TRAINING.

EXPERIENCE

70% OF THE TIME YOU WILL SPEND PRACTICING AND EXPERIENCING YOUR JOB ON THE SHOP FLOOR WITH CUSTOMERS AND TEAM MEMBERS. THIS IS WHERE REAL LEARNING TAKES PLACE.

70%

EXPOSURE

20% OF THE TIME YOU WILL LEARN THROUGH OTHER PEOPLE, HAVING CONVERSATIONS & BUILDING RELATIONSHIPS. ASKING THE RIGHT PEOPLE, AT THE RIGHT TIME, THE RIGHT QUESTIONS

20%

EDUCATION

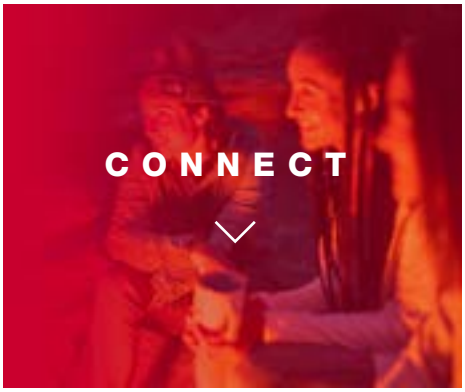
10% OF THE TIME YOU WILL BE GAINING KNOWLEDGE FORMALLY THROUGH E-LEARNING, WATCHING VIDEOS AND READING MATERIALS. TAPPING INTO MORE FORMAL RESOURCES ALSO HELPS DRIVE GROWTH

10%

THROUGH A SERIOUS OF "DARES" WITHIN EACH DNA DEVELOPMENT STRAND WE WILL FACILITATE THIS LEARNING. WE LIKE TO ENCOURAGE OUR THE NORTH FACE AMBASSADORS TO SHOW US WHAT THEY KNOW AS AN ALTERNATIVE TO TELL ME WHAT YOU KNOW.

BEING A **THE NORTH FACE AMBASSADOR.**

There are 3 elements which represents the essence of our ambassadors.
CONNECT with other team members and our customers,
be **CURIOUS** to learn every day and **CHAMPION** our brand and community



The North Face Ambassador is always…

Self-driven and full of self **confidence, approachable and adaptable.**

Able to **flex their behaviors** to inspire immediate, lasting and loyal connections with others.

A **unique, authentic individual, happy** to share their thoughts and feelings with others.

An active, positive, animated and fun person to be around.

Make connections with all types of people, never judging, always accepting.



A The North Face Ambassador never stops exploring…

Aware of their existing skills and **happy to share** these with others.

Keen to learn new things and develop existing skills.

Happy to acknowledge that they are not an expert in everything.

An individual who **asks a lot of questions** to deepen their knowledge and will use that new information to solve problems in a "Can Do" manner.

Someone who feels **immersed in the brand DNA** and enjoys passing on relevant strands to others.



A The North Face Ambassador is always…

Proud to share and celebrates the unique nature of their stories.

Able to reach out to others in the wider TNF community.

They share well deserved praise for others.

A storyteller, able to pass on anecdotes that captivate others.

A **positive promoter** of themselves and wild places.

DARE TO EXPLORE HANDBOOK

The Handbook contains all you need to know about creating a TNF customer experience. Within its contents we cover; Our Guarantee, Our Customers and the Customer Journey through the 9 Adventure elements.

The need to equip our The North Face Ambassador was down to our customers changing the way they shop and our need to keep up with this change.

As you progress within your The North Face Journey you will learn more about The Dare To Explore Handbook.

But at this time we introduce from the handbook to you both;
Tools; Theoretical training to support you with each DNA strand
Dares; Based on each DNA strand to help you and your colleagues put into practice this theory, "have the courage to do something".





CONNECT

Connecting is all about feeling and being **POSITIVE** and **CAN DO!**
A tool that we like to equip ourselves with is the **“I CAN”** tool.
This tool supports with both **“I CAN”** actions and “**I CAN” l**anguage



I CAN

BUILDING A CONNECTION WITH ALL CUSTOMER TYPES IS IMPORTANT.
THEY ALL APPRECIATE A “CAN DO!” ATTITUDE AND “CAN DO!” ACTIONS.

“I CAN” ACTIONS

Take a deep breath.

Root your feet firmly to the floor.

Stand up straight.

Listen carefully to what your customer is requesting.

Show concern;
you may even choose to frown.

Once their request is clear, move quickly: either retrieve what they requested or take them to the correct section of the store.

“I CAN” LANGUAGE

Use positive language…
and speak optimistically and confidently
and stay in solution mode…

“Yes!”

“Sure!”

“Of course I can…”

“No problem at all”.

“I would love to…”

“I don’t know the answer to that;
however, our product expert, Juan,
will be more than happy to help!”



POWER POSE

From the “I CAN ACTIONS” practice and share your power pose in order to establish a confident stance for yourself whilst engaging with customers



CURIOUS

Being CURIOUS involves asking GREAT questions. A that we like to equip ourselves with is "**DISCOVER Questions**". This tool supports with **OPEN** and **PROBING** questions

You will can use BOTH types of questions with your team members and customers in store.
Let's look at some examples of **OPEN** and **PROBING QUESTIONS** you can use with customers in store.



DISCOVER QUESTIONS

TO DISCOVER THE MOST INFORMATION, WE CAN ASK TWO TYPE OF QUESTIONS:
OPEN QUESTIONS: THESE CANNOT BE ANSWERED WITH A "YES" OR A "NO";

PROBING QUESTIONS: THESE BUILD UPON WHAT YOU HAVE ALREADY DISCOVERED AND AIM TO DIVE DEEPER INTO WHAT YOU HAVE HEARD.

OPEN QUESTIONS

"Who are you shopping for today?"
"What do you need from your shoes?"
"Where will you wear them?"
"How versatile do you need your jacket to be?"
"What has your experience with your current jacket been like?"
"How do you want to feel when wearing this jacket?"
"Which product features are most important to you?"
"How do you feel in these pants?"
"How will you use your duffel bag?

PROBING QUESTIONS

"What's most important to you?"
"Can you tell me more?"
"What do you like the most about your current jacket?"
"Which colour do you prefer?"
"How important is water resistance to you?"
"What do you think of this style?"
"Is this what you had in mind?"
"How long have you been planning to do this trail?"
"What is your main concern when outdoors?"
"What alternatives have you considered?"
"How does this look/sound/feel to you?"

OPEN QUESTIONS
Create a list of x5 open questions, ask for feedback from a team member, now practice these open questions (if appropriate) with customers

PROBING QUESTIONS
Create a list of x5 probing questions, ask for feedback from a team member, now practice these probing questions (if appropriate) with customers



CHAMPION

Champion is all **STORYTELLING** about our heritage, products, community and locality. A tool that we like to equip ourselves is **“The 3 S’s of story telling”**. This tool supports with story telling.

You will be sharing our stories along with your team members and we encourage our customers to share theirs too! It’s important to us that these stories are 2 way, brief and easily passed to others!



THE 3 S’S OF STORYTELLING

THERE MAY NOT ALWAYS BE A CHANCE TO OFFER A LONG, DETAILED STORY.
INSTEAD, WE FOLLOW THE 3 S’S APPROACH.

SHARE

The BEST stories are those shared by our customers.
Use OPEN and PROBING questions to DISCOVER our customers’ stories about their interests, travels and hobbies. It’s often appropriate to share your personal stories too.

SHORT

We should be able to tell our stories in under a minute!

STICKY

Any stories you share should be able to be easily shared with others. We want our customers to be able to “spread the word” about The North Face using the stories you have told them.

TEAM STORY
During your shift today, from the team members instore, ask them their favourite TNF sticky Story

CUSTOMER STORY
During your shift today, speak to a customer and find out a sticky story from them, and share with your team members



EXPLORATION IS IN OUR DNA

Within our DNA we have **5 DEVELOPMENT STRANDS** to support you in your training and development during your The North Face journey. These developemnt strands are:

01 WE ARE TNF

"Our Mission was not to sell another sleeping bag or jacket. Our mission was to change the world."
Happ Klopp
Born from a purpose. We share the same ambition. The North Face is more than the products we make. Its about the potential to change the world.

02 OUR CULTURE

To Equip and excite extraordinary lives
We are here because we are a keepers of our culture and the heart of The North Face

03 WE CARE

To create the best performing products while leaving an ever-smaller footprint on the planet
When we are the biggest player in the industry, we have a responsibility

04 OUR CUSTOMERS

We need to keep up with our customers changing needs and make the visit to our stores worthwhile for them. Once in store their adventure should really begin.

05 OUR PRODUCT

Make the world's most iconic performance gear and enable people to find the incredible in nature and themselves

Within each of these strands we will support you gain the experience required of a The North Face Ambassador. You will **CONNECT** with other team members and our customers, be **CURIOUS** to learn every day and **CHAMPION** our brand and community.