

Burrito Express COACH Program Training Guide

Purpose:

The COACH Program is designed to develop leaders who train, motivate, and hold team members accountable while modeling the Burrito Express standard.

What COACH Stands For

Letter	Meaning	Purpose
C	Connect	Build relationships with team members. Understand their strengths, struggles, and goals.
O	Observe	Watch team performance during real shifts. Identify patterns, habits, and opportunities.
A	Assess	Give honest, constructive feedback. Celebrate wins and correct issues in real time.
C	Communicate	Set clear expectations and explain the why. Use positive, respectful tone.
H	Help	Train, support, and guide until the team member masters the task. Check for understanding and follow up.

Key Responsibilities of a COACH

- Train new hires on Burrito Express standards (BLAST, speed, food prep, cashing out, etc.)
- Support shift coverage and develop team strengths
- Provide real-time coaching during high-volume hours

- Reinforce accountability while staying respectful
- Lead by example—attitude, punctuality, and quality

COACH in Action – Daily Flow

Step	What You Do	Example
1. Connect	Start every shift with a quick huddle	“How’s everyone doing today? Anything we should know about before we get going?”
2. Observe	Watch how the team handles customers, food prep, and timing	Notice if food is sitting too long or cashiers aren’t using BLAST
3. Assess	Give immediate, specific feedback	“Great job on that upsell! Let’s also remember to double check the salsa lids.”
4. Communicate	Clarify standards or explain why something needs adjusting	“We use gloves not just for safety—it shows the guest we care.”
5. Help	Jump in where needed and provide real coaching	Show how to wrap burritos faster without compromising quality

Tools for Coaching

- Checklists (opening, closing, prep)
- Training Sheets for each role
- Shift evaluations
- Behavior-based feedback (not personal)

Example: Instead of “You’re lazy,” say “I noticed you didn’t start the prep list. Let’s go over the priority steps again.”

Weekly COACH Goals

Goal	Example
Train 1 team member on a new skill	Teach someone how to run end-of-day cash-out

Give 2 pieces of positive feedback daily

“You killed that rush today!”

Address 1 improvement opportunity

Remind someone to label and rotate food properly

Follow up with one team member from the previous week

“Did you get more comfortable on register after our last session?”

When to Coach vs. When to Correct

Situation	COACH	CORRECT
First-time mistake	✓	✗
Repeated behavior after coaching	✗	✓
Safety violation or disrespect	✗	✓ Immediately

Final Tip

"The best COACHES inspire change through support, not fear."

Your team will mirror your attitude. Lead with care, consistency, and clarity.