

Phoenix Coffee Core Values

1. ***Mutual respect:*** This phrase is essentially a restatement of the golden rule “Do unto others as you would have them do unto you”. It means assuming the best about the intentions and the abilities of others. It means treating vendors & delivery people with respect, as well as customers. As a leader in this community, it is also our job to address behavior that is not in keeping with this value; pointing it out at the very least.
2. ***Empowering those closest to the customer to make the best possible decisions about how to do their jobs.*** The book *Accountability* by Rob LeBow provides a great explanation of what we mean by this statement. This book also explains how important it is to establish a freedom-based workplace, rather than a fear-based work place. We do not motivate by fear or threats at Phoenix. Instead, we motivate our people by informing and educating them as thoroughly as possible. As a result, we spend a great deal of time and resources training our front-line baristas. We have company training modules on coffee brewing & tasting, espresso extraction, milk texturing and the science of tea preparation. Baristas are trained for three days at our roastery before they are permitted to brew espresso or espresso based beverages for customers. We also train baristas on how to read a profit & loss statement, and how their everyday decisions affect the overall profitability of the café. We conduct customer service workshops, regular in-store coffee cuppings, and monthly developmental barista meetings where baristas are encouraged to learn more and meet their full professional potential.
3. ***We view our business as an organism,*** perfectly evolved to serve the greater good of the community, our employees and our owners. This means that we believe that every problem has a unique, simple solution that is often found by talking to our customers and our employees at each location. We question ourselves whenever we come up with a solution or a policy that feels or sounds like a “one size fits all” solution. It is easy to oversimplify and try to fit each of the stores into a cookie cutter mold, which is rarely in the best interest of each of the individual stores. Instead, we encourage each café to find a mode of operation that best suits its customer base and its employees.
4. ***Creatively using what we have already rather than needlessly consuming or acquiring more.*** Respecting and investing in what is right here in our own community, rather than looking for outside superheroes or miracle products to come to the rescue. Rather than purchasing new equipment or furniture for our cafes, we purchase refurbished used equipment and furniture whenever possible. We are avid patrons of the carpentry shop “A Piece of Cleveland”, a company that specializes in refinishing and repurposing salvaged architectural pieces from right here in Cleveland. We source our décor and furniture from thrift stores and antique stores and use local labor to give it new life.
5. ***The business grows when our people grow.*** It is critical to continue to educate and develop our people in order for our business to continue to grow. Indeed, that is the only way our business will grow.
6. ***We are committed to sustainable thinking.*** This means considering people, prosperity and the planet in every decision that we make. This means conserving energy and natural resources, and minimizing the use of disposables and packaging.