



# General Manager

You're a commercially aware leader who cares about creating a positive environment for your customers and your team. You're passionate about food, coffee + service, taking pride in talking about + serving our artisan delights to our customers, whether first timers or lifelong Flour Pot fans. You are relentless in driving your shops performance and deliver amazing results through quality and profitability

You constantly inspire your team to go the extra mile for our customers, keeping expectations & standards high. You recognise succession is vital for a strong talent pipeline & you are proactive in developing your people. Through coaching & development, you lead your team to be the best they can.

## Our people

### What brilliant looks like

- You create a positive environment where people feel cared for, can be their best and are valued for their contribution
- You ensure your whole team creates a brilliant welcome, induction + training experience for new starters
- You're always on the lookout for talent, planning recruiting in advance
- You spot, nurture + develop talent within your team
- You ensure strong succession across every role within your cafe, encouraging responsibility for this at every level of management
- You create a culture of great communication, including regular team briefs + management meetings, reading + responding to emails during your shift or as and when deemed necessary by senior management
- You build a 'coaching on the go' mentality with your management team + beyond
- You effectively delegate responsibilities to your management team + regularly follow up
- You proactively manage individual + team performance
- You recognise great performance + celebrate success within the team
- You ensure all forms of training are completed within the set timeframes, including the completion of all legally required paperwork on day one induction
- You behave with your team in a polite, professional and honest way

### We measure success through

- Team turnover
- Appraisals
- People picture | succession plan
- Weekly finance business review (flash)



- Training
- Compliance

## **Our customers**

### **What brilliant looks like**

- You create a team culture where all customers are valued + feel cared for. you ensure they receive outstanding levels of service and leave excited at the prospect of returning
- You ensure every customer's experience exceeds expectations and that FlourPot service is delivered brilliantly
- You deploy your team effectively using the tools + insight available, ensuring customer satisfaction is exceeded at all times
- You deal effectively with customer feedback, using this as an opportunity to improve individual + team performance, as well as operational best practice
- You use the insight from our customers feedback to maximise our customer experience

### **We measure success through**

- Low complaints
- social media reviews
- Customer feedback
- Online reviews

## **Our products**

### **What brilliant looks like**

- You create a culture where the whole team feel pride in our products + care about everything we sell
- You have in depth product knowledge and follow the specs of our all our products
- You have an in depth understanding and passion for the high-end coffee world, with practical know how around an espresso machine & instil this in your team
- You share your passion + knowledge of The Flour Pot, bakery + production techniques with the team
- You provide regular feedback to the bakery team on food quality + standards, ensuring continuous improvement
- You ensure that the whole team are fully trained on all products, including any seasonal menu launches & our own coffee
- You ensure excellent food quality, food safety, health & safety and allergen practices are followed

### **We measure success through**



- Customer feedback
- Compliance audits
- CP control
- Wastage controls

## **Our money**

### **What brilliant looks like**

- You have a restless focus for driving sales which is reflected throughout your team
- You identify + maximise commercial opportunities within your shop and beyond
- You own your mile by implementing proactive community relationship marketing plans + campaigns that give return on investment
- You use all information available to you to make commercially sound decisions, to grow your shops results
- You enable your team to be confident + capable to maximise & identify sales opportunities
- You know your shop and are able to order accurately to maximising sales opportunities
- You are fully responsible and adhere to cash handling + cash management protocol outlined in our company policies
- You control your business, so it's profitable at all times

### **We measure success through**

- P&L review
- Weekly finance business reviews (flash)
- Cash handling forms

## **Our places**

### **What brilliant looks like**

- You ensure your shop is always a place that is welcoming and inviting to our customers + our teams
- You make sure all Flour Pot food safety and health + safety standards are met at all times
- You create a great ambience within your shop, appropriate to the time of day + week
- You ensure your shop + product displays are kept clean & adhere to Flour Pot standards at all times
- You proactively manage the maintenance + upkeep of your shop, reporting any defects to your operations manager immediately

### **We measure success through**

- Customer feedback

- EHO visit
- Shopkeeping audit
- I2's chats

