

the taproom

## **Little Square Value Book**

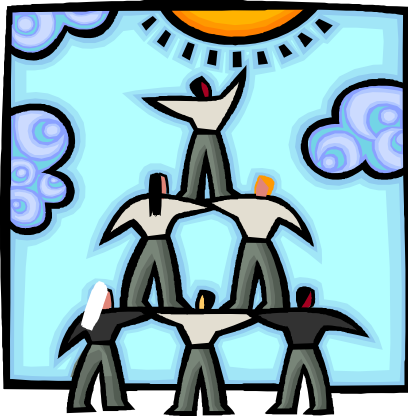
Working with purpose to give every customer such fantastic service they can't wait to come back!

enjoy...share....relax....belong



# We need you!

To be the friendliest bar team in the UK is not something that any of us can achieve alone.

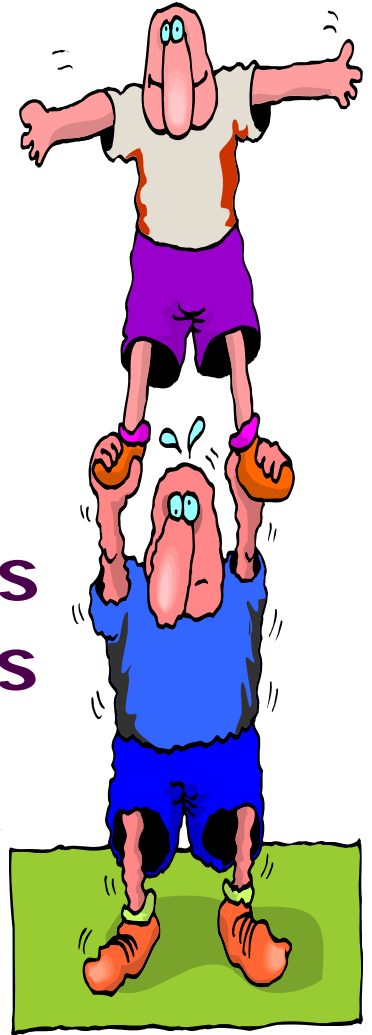


It will take teamwork, co-operation and give take. It will take more than the team of people we are. It will be a brilliant team of people...!

the taproom

Because 1 is too small a number to achieve greatness!

Outrageous goals need great teams – teams like the one you are now part of...



And our goal *is*  
outrageous!

***EVERY*** (*one and all, without exception*)

**customer has such**

***FANTASTIC*** (*unbelievable, pleasurable, creating*

*wonder*) **service they**

***CAN'T WAIT*** (*desperate, anxious, will do*

*anything*)

**to come back!**



**This ambitious purpose  
binds our team together!**




**It's a tough challenge, and  
achieving it will be a great  
result.**



**And getting great results  
makes us feel great about  
ourselves!**

**So it's a "WIN-WIN"  
situation!**

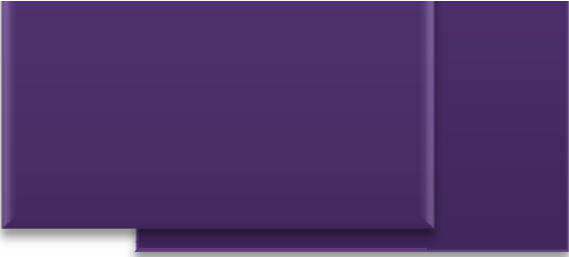
**Because of you the customer  
can't wait to come back, and  
because of them you get that  
fantastic feeling of knowing  
that you've really made  
someone's day!**




**And when you feel good you do  
good and when you do good you feel  
good**

**Also, when the Taproom team is on  
a roll our customers have a fantastic  
experience.**

**That's important because the  
customers are what it's all about –  
without them there would be no bar,  
no wages and no fun!**





**So the customer “employs” all of us!**

**They are why we’re here.**

**If we don’t make their memories  
we have no future!**



# Get the picture?

The customers are kind of, well,  
**IMPORTANT!**





We survive only  
on our  
customers

If we don't look after  
our customers  
someone else will.

We have no  
right to succeed  
if we don't give  
the customer  
what they want

Customers dictate  
how many people are  
employed and how  
much the business  
can afford to pay

Customers are the  
only profit centre



**And as our only asset we  
have to recognise and  
value them as  
individuals....**

**....they are all unique -it's  
the only thing they all  
have in common!**

**Some drink Chablis. Some drink cider.**

**Some like to talk. Some like to listen**

**Some are local. Some are passing through**

**Some love chilli. Some are veggies.**

**Some are young. Some are a bit wrinkly.**

**Some are grumpy. Most are brilliant  
(especially the wrinkly ones!).**

**Some are similar, but they're all unique.**

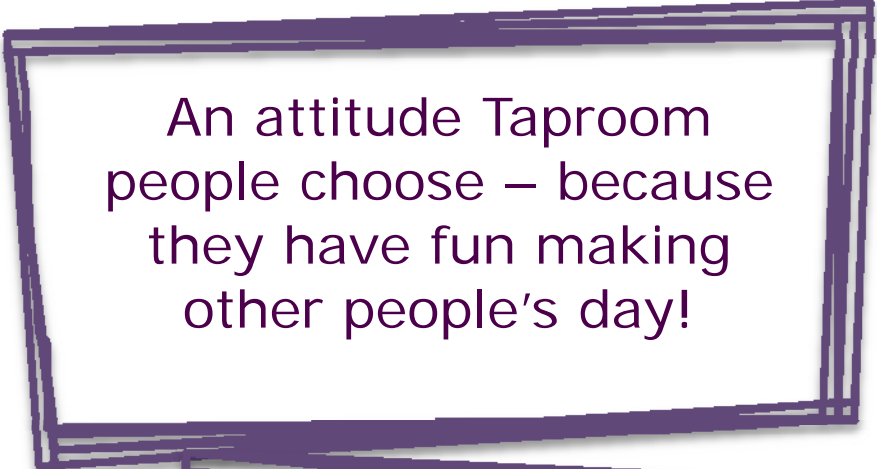


Although they're  
all unique,  
they're pretty  
much like us!  
They love to have  
fun!

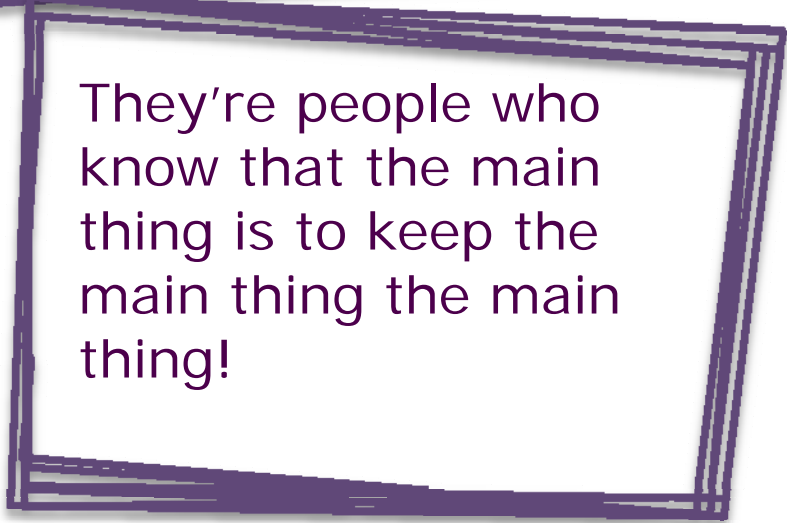


*They will make your day fantastic  
just as surely as you can make  
theirs - The more you put in, the  
more they'll give back!*

So to make sure  
our teams give  
their all, we hire  
people for their  
attitude – then  
stress our values  
and train for skill



An attitude Taproom  
people choose – because  
they have fun making  
other people's day!



They're people who  
know that the main  
thing is to keep the  
main thing the main  
thing!

People who are ambitious,  
innovative, hard working,  
positive and fun.

People who  
never give less  
than their  
best.

People who are smart  
enough to act for  
themselves but are 100%  
committed to the team.



People who believe in us.

People who believe in  
themselves.

People who love to learn, love  
to share, love to smile and  
love to be smiled at!

People who  
understand and  
are excited by the  
fact that when  
You're in the bar,

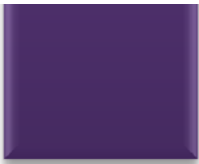
***You're in the bar.***



People


like

You!







Who give up the  
"me" for the "we".....



.....have cleared their  
mind of "can't".....

.....and know that  
success is not a  
matter of chance but  
a matter of choice!



Because when it comes to giving outstanding customer service you just can't help yourself!

You deliver on time every time and it matters to you that you do!

**You love to be  
positive and get  
a buzz out of  
making  
someone else's  
day.**

**You love to be  
part of a  
winning team,  
and love  
winning as part  
of a team.**

And when you win the customers win. Winning to us means delivering our purpose.

...giving customers fantastic experiences by being focused on them – making their memories by making their moments.


These Magical  
Moments of Truth  
need you to give  
that little bit extra

That little bit extra is  
the difference  
between the ordinary  
and the extraordinary!

To create Magical Moments  
of Truth you must be fair,  
you must be fast and you  
must be fun.

You must be  
honest and  
thoughtful,  
attentive and  
patient and  
you must  
always,  
always put  
the customer  
first!





When customers  
experience Magical  
Moments of Truth  
they start to feel  
that they really  
belong!



# Customers who feel they belong.....




- Have a fantastic experience
- Tell their friends about us
- Make our work more enjoyable
- Help us stand out
- Give us a brand we're proud of
- ***Can't wait to come back***
- Make it kind of "cool" to say....

.... "I work at the  
TapRoom!"



Everyone has a  
part to play..  
..and everyone  
must play their  
part.



Give your heart to  
the team and take  
the team to your  
heart – then, and  
only then, will you  
make a  
difference!

# Our Core Values

- **Teamwork**

- Give up the me for the we

- **Focus**

- If you're in the bar, be in the bar!

- **Communication**

- You can never over communicate

- **Personal Development**

- Grow or go!

- **Excellence**

- Good is the enemy of great!

- **Fun**

- Whatever you do, enjoy it!