

Starbucks organizational behavior

[Business](#), [Company](#)



Starbucks is a multi-national organization, Billion Dollar Company , and a Fortune 500 organization. Starbucks Mission is “ to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time. ”

(starbucks) Starbucks mission statement is set to ensure its culture and reputation is protected. They have developed programs and distributed awareness materials. Distributing awareness material it can help communicate what values need to be upheld. Starbucks has several communication channels that there partners can report any issues or concerns they may have.

They have also developed the standard business conduct to make sure there mission is upheld. They hold each individual personally responsible for supporting the company’s core value. Their Standards of business conduct is a commitment to provide guidance to their partners. Starbucks has also made a commitment as it moves forward “ the Standards will help ensure that our values continue to be reflected in each Starbucks store and business activity. A commitment to integrity, acting honestly and ethically, and complying with the letter and intent of the law are critical to our continued success. (Starbucks)

With this statement Starbucks is communicating with its partners on what type of culture they want to maintain as of the present time and the future. Communication starts from the hiring process. A organization has to provide what their culture is like on their job description. Starbucks not only starts with the job description it instills it in its employee training program. Which " In addition to learning how a small Seattle specialty retailer has become a

national phenomenon” (Reese) They have to learn about the history of Coffee in America.

As Reese states: The training goes deeper. Throughout, partners are encouraged to share their feelings: about selling, about coffee, about working for Starbucks. Starbucks coffee school is also about learning relaxation techniques so you can focus on the cappuccinos; it's about taking personal responsibility for the cleanliness of the coffee bins--even when it's someone else's job; it's about treating your partners respectfully and doing the right thing when one of them spills a gallon of milk.

As you help him, you tell him not to worry, that you've done the same thing too," encourages the training manual. A productive organization will have a close alignment between espoused and enacted values. An organization with misalignment between espoused and enacted values effect perception in an organization by making the organization non-productive, weak, and lacking or even absent culture within the organization. Values are based on decision making, organizational mission, and integrity.

The conflict role in group communication is culture. When others do not meet our expectations, it is often a cue that our cultural expectations are different. We may mistake differences between others and us for evidence of bad faith or lack of common sense by others, not realizing that common sense is also cultural. What is common to one group may seem strange, counterintuitive, or wrong to another. ” (LeBaron) Starbucks can use conflict to improve communication within and among its group by receiving different

opinions. Using conflict it can determine what is being valued within the organization and what needs to be changed.

This also can bring in new ideas that can be tested within Starbucks. Starbucks can learn how they have different cultures in their organization and come up with a solution for bring everyone on the same page. By having conflict organizations can learn how to deal with them and negotiate what is valued to an organization. Any successful organization will have conflict at one point of time. That how companies learn what not to do and what to do. So they will not have that gap within communication.

From looking at Starbucks mission, culture, and its core values no wonder they have multiplied and have been very successful. They put much value in their mission and to ensure their mission is being met they make sure all new hire employee “ partners” receive the proper training by communicating what the culture means for Starbucks. They believe their partners who are their employees and their customers are more important than profit. “ But this is Starbucks, and it's not just coffee: This is double-digit earnings growth and retail history in the making. ”