

The starbucks experience



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I know because I was their first employee in the first store in the Pike Place Market area. It was years before Howard Schultz took over, but he was definitely the one who grew the company internationally. The original three just wanted to bring really good coffee to Seattle. Here in Seattle, many of us prefer any of the multitude of small, independent coffee roasters/brewers to the corporate blandness of Starbucks. More important, though, is your point that however you get it, enthusiasm for your work and a drive to master challenges are essential for success in any endeavor.

Thinking back, I guess that's what kept me going in my 20 years of restaurant ownership. I had forgotten about that in my newest life as a painter! Email Share this letter with a friend Add Comment | | | The 5 principles inspire creativity by Hiria Ratahi, Whakatane, New Zealand Your Starbucks letter brought to mind that if I changed my focus to these principles I would be more inspired because instead of thinking about what others think of my painting I would say, " This is my own" picture view of how I see the environment/world... and in it everything matters. I can ask myself, " What 'surprise and delight' can I add? " and whilst I am painting I can " embrace all resistance" to self thoughts of doubt, others' comments and " leave my mark" of whatever is created on the canvas. This may seem a little strange but I have allowed those within my home environment to suppress my creativity. However these 5 principles have allowed me to absorb them and put them to good use. Email Share this letter with a friend Add Comment | | | Approach all with joy and enthusiasm y Karl Leitzel, Spring Mills, PA, USA Running the business side of things intelligently and efficiently is a way to stay out of the way Wind in Her Hair oil painting on canvas 16 x 12 inches of

the creative, productive side of making our art. And, the "business" of art can be an artistic expression in its own right. Approaching the business side with loathing or ineptitude will just end up making it take far more of our time and attention, or it will keep a potentially successful art career from ever getting off the ground.

Creative activity is creative activity, whether the tools are paint and brushes, cooking utensils and the ingredients in the refrigerator, a keyboard and a blank document, or designing and implementing a business plan. By approaching any of these with joy and enthusiasm, the results will be more than we might have reasonably thought possible. Website Email Share this letter with a friend Add Comment | | Principles the same in many fields by Mary Stephenson, Grosse Pointe, MI, USA Different people perceive the world differently, so their truths may be different than yours or mine.

I am fortunate to have experienced art in many different ways. I have a MA and MFA in painting (undergrad in Art and Education), a degree in Museum Practices and was a curator at a major museum for 8 years - I have been a working/exhibiting artist, a gallery director, a painting instructor, an art teacher and a juror/lecturer. Each experience has broadened my background and knowledge. The more I experience, the more I believe that it all comes down to relatively simple truths and I believe your comparison to Starbucks has value - the principles are the same, its just the fields that vary. Email Share this letter with a friend Add Comment | | 'Make it your own' by Christy Short, Lynnwood, WA, USA I really appreciate the principles here. This is what I needed to hear today. I have been lazy and feeling sorry for myself because for some reason I have not been able to get started on or finish up <https://assignbuster.com/the-starbucks-experience/>

on some paintings. Laying all over my easel, table and floor in my art room, paper and canvas is crying out for attention. My creative juices have been flowing and I am taking a lot of great reference photos, but hauling my body to the room has been torture. Nothing is new. Everything that is old looks too old. I cannot seem to motivate myself to start..... fairly constant problem for me. Then the first mantra of Starbucks: " Make it your own. " It hit me. I am continually comparing my work with others I see and disappointing myself with the criticism of " It's not good enough to finish. " If it is my own then it is good enough. Email Share this letter with a friend Add Comment | | |

Mediocrity in a fancy package by Carmel Glover, Brisbane, Australia I like the 5 principles, but I don't like Starbucks. The coffee may be varied, but it isn't Serendipity Dreaming mixed media very good. I don't find the staff any friendlier than in most other coffee shops, and some others beat them hands down.

And I don't like their MacDonalD's-like policy of ousting every other coffee shop. I like individuality in a coffee shop. A couple of years ago my husband and I were atop a double-decker bus going down Fleet Street in London. There were eight Starbucks shops in one block! Not another coffee shop had survived. We don't have many in Brisbane (Australia) yet, but the ones here have replaced much better coffee shops. It's nice to hear that they're a well-run company and treat their staff well, but I believe they sell mediocrity in a fancy package. Email Share this letter with a friend Add Comment | | Michelli came up the hard way by Jeffrey J Tschida, Austin, TX, USA Dr. Joseph Michelli lives and works in Colorado Springs, where I live. I listen to him regularly on KVOR. Dr. Joe literally started out his life in a trash can,

abandoned by his birth mother and left to die. Luckily for him, and us, someone found and rescued him, and a loving family adopted him as their own. Dr. Joe is very up front about this whole experience. He acknowledges how lucky he is to have been adopted by the parents he loves and appreciates. He holds no animosity towards anyone.

He counts his blessings. I think Starbucks picked him partly because of his attitude. I can't think of a better person to write such a book. (RG note) Thanks, Jeff. It's my understanding that Starbucks didn't choose him. He chose Starbucks. Michelli has written other books on his interests and specialties—including ones on stress , sibling rivalry , and energizing individuals within the workplace . From: Rachel -- Feb 24, 2009 Thank you Jeff for your words of truth as Dr. Joseph is integrity personified. Dr. Michelli openly talks about his childhood abandonment on the Annie Armen

Show, and literally brought me to tears, and inspired me to choose to live my life walking in forgiveness as he did. I echo your words: " I can't think of a better person to write such a book. ... and yes, he chose Starbucks". Rachel in Los Angeles, California Email Share this letter with a friend View Comments (1) Add Comment | | | Dying shop across the mall by Megan Mclean, San Diego, CA, USA Several years ago, I took an adult education class called " Postcards from the City. " The class Slam Dunk original photograph objective was to learn about photography while taking photos of the urban scene.

The morning after the first class, eager to get started on the assignment, I headed off with camera in hand to a nearby coffee shop - the Donuts Cafe -

where I planned to grab a cup'a jo (a little liquid inspiration) and a donut.

When I got to the coffee shop, which was located in a tiny strip mall, I found that a Starbucks had just opened directly across the driveway from it. For the briefest of moments, I felt pity for the doomed owner of the Donuts Cafe. But then I thought about the bitter brew they were passing off as coffee, the stale, greasy donuts and the cranky staff... and the lure of something better won me over.

I fell into the long line of customers trailing out the door at Starbucks. Later, as I sat in my car savoring a freshly brewed, aromatic coffee and a banana nut muffin, I looked over and saw a solitary figure sitting in the window of the Donuts Cafe - my first postcard from the city. Email Share this letter with a friend Add Comment | | Starbucks byproducts generate goodwill by Carol Dayton, Marana, AZ, USA Unlike most, if not all, other large companies, Starbucks responds to customer requests like these from a student (me) in Seattle's Master Recycler and Composter Program: - a truckload of used burlap sacks formerly containing beans, for composting and animal pen use - used coffee grounds in bags for composting bins, to keep the smell down (now this is standard at all stores). While many of us have moved on to no coffee at all, or frequenting smaller companies (a spate of which grew from Starbuck's success), the ethos exhibited by Starbucks has been admirable, and creates a new attitude amongst businesses which does increase traffic and revenue, and that is: allow use of all byproducts to generate goodwill, and accept customer requests which seem reasonable, if unusual.

Email Share this letter with a friend Add Comment | | Understanding the five principles by Beth Deuble, San Diego, CA, USA 1. Make it your own.

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While even Matisse and Picasso challenged each other for years by painting similar subject matter; this helped each artist develop their inner vision, their own method/technique/style, or easier said, their own way of interpretation. Experiment. Take risks. Try something new each time. Find your own way. 2. Everything matters. Some people can feel overwhelmed by this way of thinking. It can be an avalanche of thoughts and considerations - overkill.

Everything can become commonplace when one cannot separate the wheat from the chaff. Be your own critic. Sort out what exactly you want to express... then everything you express will matter. Whether others will make the connection is an altogether different subject. 3. Surprise and delight. This one is tricky. Find out why you paint. Painting is a great release of energy. That energy could be as simple as feeling great on a particular day. When my long-time companion dog died, I painted to release the grief, plus honor the spirit of my relationship with my dog.

Was it a delight? No, but worth doing. I paint because it is worth doing. 4. Embrace resistance. This one begs the question, how? My answer is... get on with it. Mental motivation coupled with passion will equal action. Talk to yourself. Let your feelings about what is going on rise to the surface, then take action. Prepare your workspace. Lay out your paints and tools. Once I do this, I then look at the surface on which I will be painting and let things happen. Get yourself mentally prepared and then let all your feelings guide you to " do your thing. " 5.

Leave your mark. Ego can get in the way of the creative process. I think most people paint and create first and foremost as a matter of self-expression.

Sharing your work with friends or selling your art can be a good thing, but it should not be the impetus for being creative. What is your motive? Email Share this letter with a friend Add Comment | | | Live every minute by Jeri-Lynn Ing, Red Deer, AB, Canada I have lived by these principals and they do work. I am an artist and a gallery owner and love We turned right at airdrie acrylic painting every minute of it.

Why? Because I love being able to leave my mark. I love to share the joy of my art and the art of others to everyone who comes to my gallery. I love that everything matters and that each piece of art will surprise and delight someone at sometime. When it comes to resistance I rely on my faith and my friendships to straighten my thinking and then I am off once again to see where the next mark will be left. You can make an ordinary day extraordinary by just living with these principals. Make each day have a purpose and live the life you were chosen for.

Website Email Share this letter with a friend Add Comment | | | More of the same at Starbucks by Jeffrey Hession, Nice, France I always had my doubts about Starbucks. In the beginning it was just because I'm opposed to Pudong oil painting finding the same stores, coffee, food, clothing accessories, everywhere in the world. Main streets all over the world begin to all look the same - like airports or highway stops, same food, same gifts. During the past year I have frequently been in Shanghai. I love the city, the people and the food but sometimes miss an American breakfast.

Thus the worldwide success of Starbucks and other chains. Wherever you go you are sure to get the same quality. When you enter a Starbucks in China

you are greeted by a line of smiling and waving girls and boys in their red uniforms who are so happy to see you it is a bit disconcerting, surreal, exaggerated and a little endearing as well. While I have mixed feelings about Starbucks, their five principles will work well for almost everyone in every situation. Website Email Share this letter with a friend Add Comment | | | Starbucks an art patron by Roger Cummiskey, Dublin, Eire

Last year I was a happy artist when, totally out of the blue, an independent consultant who Roger's paintings in the Slatwall Gallery makes recommendations for art purchases for Starbucks suggested one of my paintings for their first coffee shop in Ireland. They bought it and now it hangs in their College Green, Dublin shop. In addition they decided to produce 10, 000 bookmarks of the same painting with my web address and name on it to give to their customers. They also have what they call a small Slatwall Gallery in their store that takes a few paintings from a couple of artists.