

LEVEL4

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Introduction

The report will address about the community engagement strategy implemented in Starbucks. Being the largest coffeehouse chain of all over the world, the success story of Starbucks lies over its community engagement strategy. Their effective relationship with the internal and external stakeholders drives their organization forward. The community engagement policy implied through social media is another approach through which the company have vowed to engage with the customers (Bonaparte, 2020). Employees range of interpersonal skills and proper training and development to mitigate the socio- cultural issues are the key behind organizations effective community engagement strategy. The benefits of this strategy are wide ranged as it helps to reach a broader audience, ensures deep engagement and data driven outcomes for organization (Bonaparte,2020).

Discussion

Starbucks relationship with stakeholders

Starbucks success highly depends upon the company's relationship with internal and external stakeholders. These people are responsible for every success factor of the organization. Thus, they are a part of the organization. The company needs to maintain and nurture a suitable stakeholder relationship. It is important to maintain an open communication with these people. Customers and suppliers play an important role towards projects success from beginning (Nurmanisa and Sanawiri, 2016, pp.10-18). These stakeholders are consulted adequately in meeting their organizational interests, issues and concerns. Hence their commitments are modified and tracked properly. These are different ways in which Starbucks manages their relationship with stakeholders:

Sharing information with the stakeholders

The management of Starbucks ensures good relationship with the stakeholders by sharing information with them. It proves companies' transparency. Good communication is essential for sharing the vision with those involved in the project. In this way, the company can generate big pictorial view and reach key milestones (Campbell and Helleloid 2016,).

Listening to the participants

The most important part of suitable communication is listening to the peers properly. Starbucks maintains good stakeholder relationship by listening through the feedbacks they receive and making sure that the prospective are understood. Thus, listening to the stakeholders will give the company a win- win situation (Ponce and Cordelier, 2019, pp.109-126)

Starbucks stakeholder engagement through social media

Starbucks social media engagement policy with its potential stakeholder sets a proper community engagement strategy. This strategy helps the stakeholders to experience Starbucks as a brand and develops a sense of community around the world. Most of the responses Starbucks gathers from social media helps them to build their reputation and ensure stakeholders interest within the organization. The feedbacks thus collected from social media helps company towards community engagement in personal level. Most importantly, social media ensures transparency and protects brands reputation. Thus, it becomes important for Starbucks to engage with stakeholders via social media (Campbell and Helleloid 2016,).

Different areas of organization and evolve of community engagement

Starbucks generally implements matrix structure across the organization and has one of the most successful organizational structure across the world. This structure is a combination of different organizational structures that is operated in two ways-

Here the employees answer to more than one manager and transfer their messages to different ways. The different areas of Starbucks combine geographical division structure, functional structure, team structure, product based divisional structure (Loureiro and Kaufmann 2018, p.1508543). The geographical structure forms three main regional divisions across different parts of the country. The product based divisional structure divides the employees into different groups where each group works form variety of products (Novak and Richmond, 2019, p.101773).

Starbucks community engagement strategy has developed significantly over the years. The company considers factors like high youth employment, low median household income and popularity stability in selected community store locations. The company also emphasizes in developing cafes in economically distressed community or opportunity zones. The company has engaged with different community store partners across countries that creates a meaningful impact on the localized and neighborhood area. Currently, as per the data collected, 14 community stores serve more than 8000 community across the country. On the other hand the company has taken forward the community engagement policy one step forward by creating more local jobs, generating more than \$59.7 million indirect economic development strategy, eliminating barriers and providing community stores across the country as per the collected data from sources. The company's estimation is to reach to 100 locations by 2025 and ensure new development strategies (Baba and Abrizah 2018, pp.90-105).

Employee skills, knowledge and strategies to carry out their jobs

In order to maintain effective community engagement, the Starbucks employees pursue a range of interpersonal and operational skills to ensure effective relationship with the community. This reflects through their professional behavior and range of services. Hence the skillsets they require to meet are as under-

Learnability

Learning is most important skillset of all time. The Starbucks employees are highly trained and always ready to learn new skills for betterment. Thus, adapting to new skill sets will make them successful in every business aspect. It can also drive the organization towards success. The skills will also improve their knowledge base (Silalahi and Liudi 2018, pp.78-96)

Resilience

The employees of Starbucks need to be resilient enough to pass through all the challenges in the workplace. High on confidence can help them tackling those challenges and enable them to handle stress perfectly (Nsibande, 2017).

How Starbucks has used social media platforms for community engagement

Marketing has become more digital and stores and brands are more engaging into digital marketing for their business and community development program. Similarly, Starbucks has implemented the social media concept for direct community engagement program. The main feature of this program is to engage with their customers and ensure more business from them. This process of web engagement has helped the company throughout development. Usually the company follows brick and mortar model promoting their social media strategy. They have also introduced free unlimited wireless internet facility which can allow the customer to serve browsers while enjoying their favorite coffee. Thus, the company has

provided a whole new range of content such as wall street journal while is normally behind paid walls. According to the company Chief Information Officer (CIO), the goal is to bring Starbucks in store- experience online. In this case, the company management has developed different elements by keeping in mind the community engagement model (Baba, Z and Abrizah, A., 2018). These are as follows-

Emphasize on quality

The company workers are trained enough to run the business effectively. Hence their skill set is committed more towards the quality rather quantity. For example, the company management can try to write blogs on coffee by letting the viewers post their valuable comments (Nsibande, 2017). Their Facebook page can drive more customers into their shop. Keeping the blog content fresh and engaging is the only way to keep the community engaged. They can also update their profile status in order to engage with community.

Scaling of engagement

The optimal social media marketing strategy of Starbucks focus on scaling of engagement including the industry. The most valuable customers who do not depend or trust on social media contents will also connect with the organization if the engagement is done on a proper way. In this way Starbucks can also establish themselves as a bigger brand not only in the industry, but across the community's online experience (Baba, Z and Abrizah, A., 2018).

Training and development required to deal with socio- cultural issues

One of the most hectic issue which is faced by every organization is socio- cultural issues.

The aspects are related to gender discrimination, caste issues etc. in an organization like Starbucks, the workers maintain mutual respect with the management and co- workers in order to develop good bonding with not only the management but with the customers as well.

For this purpose, they go through multiple training and development process to eradicate the socio – cultural issues within the society (Grumbach, et al. 2017). These are as under-

Caste system

This is one of the biggest socio- cultural issue leading to violence. It makes the working of organization difficult in the country. Since Starbucks has their operation across almost every corner of the world, hence they look to tie the culture and business together through promoting positive environment within the workplace. They ensure mutual respect for which they get trained specially from the organization (Silalahi, A.T, and Liudi, D 2018).

Gender discrimination

According to the reports of world bank, most of the girls are engaged in different professions like medical, teaching, private jobs etc. in majority of the countries where women literacy rate is very less, the gap of literacy rate between male and female is short by 10%. Thus, Starbucks has a major role to play regarding mitigation of the social issues. It includes promoting the education for women and ensure women empowerment (Silalahi, A.T, and Liudi, D 2018).

Why organizations need to train employees on multiculturalism

The concept of multiculturalism defies the existence of many cultures within a country. This concept is currently adopted by every organizations to improve the overall corporate ethics. The value of equity, diversity brings multiculturalism to the society. Employees are trained the most in this area in order to ensure a positive business environment. The reasons on why multiculturalism is important has multiple reasons (Campbell, K, and Helleloid, D, 2016).

These are highlighted below-

Workplace equity

It is important for the organizations to make employees feel about their potentials. Equity is essential to move forward. The employees can enjoy freedom and liberty and feel like more engaged into the work. Multiculturalism helps to grab the opportunity to improve among the workers who likes to increase their overall skillsets towards operation (Karlsson et al. 2019).

Workplace diversity

This culture is mostly seen in Canada. This culture basically defies the diversity of thoughts which helps to brainstorm the process of multiculturalism. The solutions and conversations based on different views and backgrounds generates more deeper understanding between workers (Karlsson et al 2019).

Conclusion

The report is concluded by stating that community engagement is a long process which needs new and effective strategic planning from the organization. Starbucks, being the largest coffee chain of the world, looks to promote community engagement strategy though social media profile. They try to make the customers experience their products by Brick and Mortar model. On the other hand, the organization also provides training to the employees in meeting the socio- cultural issues through promoting women empowerment and women education. Mutual respect and good bonding are another area where Starbucks usually focus to develop proper community engagement program with stakeholders and general people.

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