

Love What You Do and They Will Too!

A Modern Day Parable inspired by Matthew 22:34-40

Tim stood before the new hires. Today is day three of training, the last session in the classroom. Tomorrow these 7 new servers will take their positions in the coffee shop and put into practice all they have learned. “I hope you all have read the 30-page manual and have a good understanding of all the rules,” Tim began. “Please pay special attention to page 11 with the rules of properly maintaining our building, grounds, and supplies, and page 12 with the rules of engaging and serving the customers. We are one of the top 3 coffee shops in this area so we require each and every person on the team to maintain a high standard.

You each will be scheduled for three shifts the first week to mainly shadow and observe how our experienced employees work, then you will all be placed in full rotation. After the two weeks are completed, we will gather here again to discuss.

The next week, Tim stood in the front of the classroom and asked generically, “How was it?” One of them, Janice, a rule follower, tested him by asking, “Which rule in the manual is the most important?” She had noticed that another new hire, Ronnie, didn’t do his share of restocking shelves, and when he did that task his work wasn’t as neat and efficient as hers. But, Tim was always complimenting the way Ronnie made customers feel welcome, and the way he chatted about the coffees and discussed the specific tastes when they were ordering. He seemed to have tried everything on the menu and the way he was always happy seemed too good to be true.

Janice wasn’t a big fan of coffee. This job was just a stepping stone for her, so she didn’t really care what the various menu items tasted like.

Coffee is coffee, and surely people know what they want when they come in. She had taken the position with plans of rising quickly to a manager position, then moving on to a bigger market where she would find fulfillment.



Surprisingly, Tim's reply to her question wasn't about a specific rule. He said, "You should love our products and believe with all your heart, with all your soul, and with all your mind, that our coffee is the best. This is the greatest and first rule of working here. The second is like it. You should love your customers as yourself. Their happiness and satisfaction should be as important as your own. If they seem angry or upset, share your joy with them. If they seem rushed and agitated, share your peace with them.

The opposite is also true. If you are angry or upset, they will feel it. If you are rushed and agitated, they will feel that also. Then, our coffee shop won't be the greatest. The whole manual and the managers depend on these two rules. It is the only way we can be a success.

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