



# **Meeting Notes**

3.26.2019 @ Kafiex Roasters @ 6-7:00p

# 'Live Interviews of the Ambitious' Coffee Talk 2

#### **Overview**

Local cafe owners, managers; suppliers and retailers; trainers and roasters were invited for a discussion about the market, industry trends and strategy.

The evening's topic was The New Remote Worker Trend.

Special Guest, Dave Skinner of <u>Ten One Design</u>, joined us to discuss his experience as a remote worker and share his company's consumer electronics products, including the WiFi Porter:





- Danny Rehr of Rehr Consulting and organizer of 'Live Interviews of the Ambitious' facilitated the meeting.
- **♦** 'Live Interviews of the Ambitious'
  - An event-based community program/campaign that highlights and shares business strategies for community businesses and interested community members.



- Biggest takeaways:
  - 1. Set the tone for remote workers, not rules.
  - 2. Straightforward policy preferable to passive-aggressive.
  - 3. Remote Worker is to Arrangement; as Customer is to Transaction.
- Next event:
  - > 1st or 2nd Week in June

#### Rehr Consulling

#### https://danrehr.com



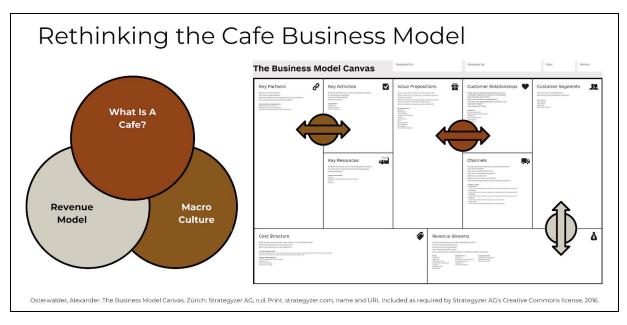
- 1. Dave Skinner spoke about the remote worker.
  - a. 63% of all employees now work remotely.
    - i. WiFi and cellular offer connectivity anywhere.
  - b. Loneliness is a big reason why remote workers opt for leaving their home office to conduct their work.
    - i. In addition to other patrons (oftentimes fellow remote workers) cafes offer coffee/caffeine, tables and chairs, WiFi, electricity, ambience and community.
- 2. What is a cafe?
  - a. Connected world changing the definition.
    - i. Value to transient customer now in parallel with value to remote worker.
      - Ex. Starbucks, the industry leader, is known for remote workers using the cafe as an office.
    - ii. WiFi no longer a necessity to the remote worker (cellular data; tethering).
    - iii. All agreed cafe definition caters to remote worker, too.
- 3. Fast transaction vs subscription model (coworking space).
  - a. Some dinner-only restaurants (in San Francisco, CA) are generating passive revenue (a new revenue channel) by opening during breakfast and lunch hours as a coworking space.
  - b. Coworking spaces are being designed to feel more comfortable and less like an office.
- 4. Business vs. Social standards
  - a. Is it OK as a remote worker to stay in a cafe for hours at a time?
    - i. Cafe must make money.
      - How does the customer honor, respect and reward the service provider?
      - Customers' unspoken 'partnering agreement' is changing.
    - ii. Space and seating may be limited.
      - Discouraging to other, transient customers.
      - Business not actively determining customer segment.
    - iii. Using cafe's WiFi from parking lot without buying anything
      - Constrains parking that is limited to begin with.
      - Key resources working against the business.





### The New Remote Worker Trend's Impact

....according to Danny



#### \*Strategy concepts

Concept	Basic Definition	Online Resource
Business Model	How does your company make money - what activities, partnerships, etc. are necessary, and how are they strategically interconnected?	https://www.strategyzer.com/canvas/business-model-canvas
Jobs To Be Done Theory	What is the customer trying to do or get done?	https://strategyn.com/jobs-to-be-do ne/jobs-to-be-done-theory/
Framework	You are what you are, and you are what you are not.	https://www.isc.hbs.edu/strategy/creating-a-successful-strategy/Pages/making-strategic-trade-offs.aspx

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