

# Westchester Human Resource Management Association



## WHRMA News

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AFFILIATE OF  
**SHRM**<sup>TM</sup>  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

### HRCI Certification—Why Not Consider It?

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If you are not already certified through HRCI, why not consider pursuing certification? HRCI offers four certifications for HR Professionals:

**PHR: Professional in Human Resources**

**SPHR: Senior Professional in Human Resources**

**GPHR: Global Prof'l in Human Resources**

**PHR-CA & SPHR-CA: PHR and SPHR with**

state certification in California

**PHR and SPHR Testing Dates** are May 1 through June 3-, 2008; and again December 1, 2008 through January 31, 2009.

**GPHR testing dates** are May 1—May 31, 2008 and again December 1—31, 2008.

You can choose a self study approach or sign up for a prep class. If not this year, what about next year?

If you are interested check out the HRCI website: [www.hrci.org](http://www.hrci.org) or the SHRM website: [www.shrm.org](http://www.shrm.org).

### The Starbucks Experience by Joseph A. Michelli; Reviewer – Dave Adams

When the company went public the question was, would Schultz's vision fizzle when people had to pay \$3 for a cup of coffee and all the company had were 165 stores clustered around Seattle and the neighboring states? 'Today Starbucks has stores in over 37 countries, averages more than 35 million customer visits each week, and has loyal patrons who typically return 18 times a month.'

Starbucks continues to maintain the consistency and warmth of its first store in Seattle's Pike Place Market. Does that Pike Place Market ring a bell? It is the home of the Pike Place Fish Market where (*When Fish Fly* (another great read!) The Starbucks Experience is found in its unique corporate culture and in its passing down of these values to its partners. For example, when the partners brought a concern to the company's review committee that paid leave was not given to adoptive parents, within three weeks the decision was made by Starbucks leadership to provide this parent group a two-week benefit.

What are the guiding principles that Starbucks uses?

1. Making it Your Own – Where the staff understand the constructive impact they have on those they serve.
2. Everything Matters – A great cup of coffee is only part of the success equation. Diligent attention must be given to everything that goes into the

customer's visit.

3. Surprise and Delight – When a business defies the traditional, when it 'colors outside the lines,' customers often receive exceptional experiences.
4. Embrace Resistance – Starbucks management has built a company on a willingness to actively listen to criticism and complaints are addressed head on.
5. Leave Your Mark – Social involvement is integral to the Starbucks leadership mission and given that, Starbucks is committed to a role of environmental leadership in all facets of their business.

After reading *The Starbucks Experience* I have not been able to walk into any retail establishment or even into my job without thinking of the five principles and asking myself: How well are they being applied? Hope you feel the same way after reading *The Starbucks Experience*.

