



PRACTICE

EXPLORER

02 OUR CULTURE

To Equip and excite extraordinary lives
We are here because we are the keepers of our culture and the heart of The North Face.

EXPLORE MORE

WE HAVE SELECTED SOME MATERIALS FROM OUR EXPLORE MORE SECTION
THAT WE FEEL ARE MOST RELEVANT FOR YOU TO KNOW FROM DAY 1...

PURPOSE & VALUES

VALUES VIDEOS

ASK THE FOLLOWING QUESTIONS:



What is essential I know:

Why did Doug and Susie Tompkins found The North Face?

Answer – Doug and Susie Tompkins founded TNF, they wanted to do more than just give fellow outdoor enthusiasts the equipment to explore. They wanted to share their love and passion for the outdoors with more people.

We were founded on Purpose.



What is The North Face's purpose?

Answer – To equip and incite extraordinary lives.



What are the 5 values which guide our purpose?

Answer – Spark Curiosity, Dare To Disrupt, Love Wild Place, Lead With Integrity, Create Community

If time discuss how the things they have read or seen makes them feel.../ initial thoughts they have had as to how to use these in store?

02 OUR CULTURE

EXPERIENCE

NOW IS THE TIME WHERE YOU WILL START PRACTICING AND EXPERIENCING YOUR JOB ON THE SHOP FLOOR WITH CUSTOMERS AND TEAM MEMBERS BY USING THE BELOW DARES.

CONNECT

WALLS ARE

TNF initiated the Walls are Meant for Climbing campaign to send a resolute message to the world, that we will always stand up for what is right. What other events are you familiar with?

WILD PLACES

Ask a customer to share their favorite outdoor place and what makes it so special to them



CURIOUS

PROBING QUESTIONS

Use the following open and probing questions to discover a short inspiring tale from our customer about their best explorations ever...

- Why was it so good?
- Where was it?
- How did it make them feel?
- Who were they with?

Encourage at least 3 customers to share their stories.

MY FAVOURITE VALUE

Share what value you most resonate with and why.

YOUR FAVOURITE VALUE

Speak with your team members today, ask which of our Values resonates with them the most and why?



CHAMPION

LOCAL WILD PLACES

When serving a customer, talk about the places either you like to go to locally, or just local places where they can go try their new product- (Your wild places)

YOUR WILD PLACE

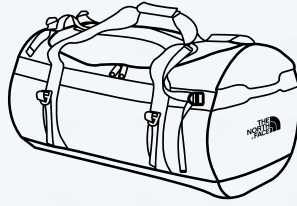
When talking about product, talk about your favorite place that you have visited

WHERE ARE YOU GOING?

Ask the next 3 customers you serve, where they are planning to travel to and what activities they will be doing?



FROM THE DARE TO EXPLORE HANDBOOK, WE CAN EQUIP OURSELVES WITH THE FOLLOWING TOOL:



■ ACTIVE LISTENING

To show our customers that we are TRULY LISTENING,
and not just hearing them,
we need to use the 3 R's of active listening:

REASSURE	We reassure our customer that we are listening to them with actions. We encourage them to speak by nodding, smiling or frowning (depending on what they are saying), and saying “Yes”, “OK” or “Uhm”.
REFLECT	We reflect back keywords the customer has used to show we are truly listening.
RECAP	Once we have listened to our customers, we will need to summarise or recap what we have heard in order to confirm everything.