



PRACTICE

SUMMIT

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.

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

CREATING CONNECTIONS

When serving your next customer, invite your Explorer colleague to listen in. Talk about your favourite wild place and encourage the customer to tell you theirs. Once the customer has left, ask your team member to explain what they liked about your conversation and why.

OUR VALUES

Ask a new team member if they can remember our 5 values and ask which they most resonate to. Can you explain the one you most resonate with?

PERSONAL VALUE

Ask a new team member to explain which of our values they connect with the most, and ask them to explain why with their own sticky story related to that value.



CURIOUS

LOCAL EXPERT

Recommend places to see, eat, drink locally to customers who are visiting your store / town for the first time

KIT FOR MY WILD PLACE

We were born on the mountain, and this will always be at our core. Find one piece of kit that helps you connect with your wild places and tell a team member why this makes you feel this way.

INSPIRATIONAL BRIEF

Lead a team briefing, forget the figures, talk about the value you most connect with and ask your colleagues to share the same.



CHAMPION

OVERCOME CHALLENGES

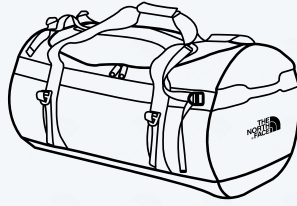
Our Athletes set our standards. Whether they are Conquering Everest, looking up at El Cap or getting ready to ski down Lhotse and having no fear. Explain to a team member what was your own personal "Everest or El Cap" and what kit you used to conquer it?

VALUE QUOTE

From our Purpose and Values, which quote has stuck with you which you can easily use when inspiring with a customer?



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.