

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 [Ten One Design](#), 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**



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

Rethinking the Cafe Business Model

The Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	↔		↔	
	↕		↕	
Cost Structure				Revenue Streams

Osterwalder, Alexander. The Business Model Canvas. Zürich: Strategyzer AG, n.d. Print. strategyzer.com, name and URL included as required by Strategyzer AG's Creative Commons license, 2016.

*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://strategy.com/jobs-to-be-done/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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