

STARBUCKS CASE STUDY REFLECTIONS QUESTIONS

1. What Strategic goals would you have put in place during the period of venturing in a new market why? How should a leader articulate challenging goals to the subordinates and yet retain a cordial relationship.

2. State the importance of adapting to a changing environment and the challenges for venturing into a new market in pursuing long-term growth. How would you apply Emotional Intelligence in this?

3. How would you create a culture of mentorship in growing leaders below you?

4. State how you would create an organization that respects cultural diversity especially when workers are of different nationalities.

5. What Strategic risks would you anticipate when a company is in a massive expansion?
How would you communicate such risks to the organization?

6. What key interpretations would you draw from the risks in exhibit II?

7. What would you have done differently as a CEO?

8. What key pitfalls did you observe when external risks persisted?

9. What key leadership qualities can we adapt from Howard Schultz?

10. If Schultz was your CEO, what advice would you offer him in regards to reducing risks in it's venturing into new markets and yet maintain a cordial relationship?
