



Welcome to this session:

Open Session:

*Developing a High-
Performance Team*

The session will start shortly...

Any Questions?
Drop them in the questions section.





Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com



Democracy

Every person's opinions matter.

Respect

We look after each other.

Tolerance

We accept each other's differences.

British Values

Rule of Law

We keep to the rules.

Liberty

We are free to make choices.

A group of diverse people, including men and women of various ethnicities, are shown from the chest up, giving thumbs up. They are smiling and looking towards the camera. The image has a teal overlay.

HOUSEKEEPING

Leadership & Management Live Lectures – Housekeeping



- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
 - **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- Should you have a question during the lecture, please feel free to **post in the Questions section** and I will respond throughout.

Leadership & Management Live Lectures – Housekeeping



- For all **non-academic questions**, please submit a query:
www.hyperiondev.com/support
- Report a safeguarding incident: www.hyperiondev.com/safeguardreporting
- Should you have any further questions or want to provide us with feedback, please feel free to post them [here](#).

LEARNING OBJECTIVE



Learning Objective



To equip students, acting as **Philipp Navratil** (*current CEO of Nespresso*), with actionable strategies **to lead senior teams through economic challenges, maintaining motivation and alignment with strategic goals.**



BACKGROUND



BACKGROUND TO THE INCREASE IN COFFEE BEAN PRICES

The coffee industry is navigating turbulent times as a trifecta of **global challenges; climate change, supply chain disruptions, and economic pressures**; drives up costs and reshapes consumer habits.



BACKGROUND TO THE INCREASE IN COFFEE BEAN PRICES

Climate Change and Coffee Yields

- ✓ Brazil, the world's largest coffee producer, has faced **catastrophic frosts and droughts, decimating crops**. These extreme weather events reduce yields and create uncertainty about future harvests.
- ✓ **Shifts in climate zones** are forcing farmers to adapt by moving to higher altitudes or experimenting with new coffee varieties, both of which **require significant investment and time to mature**.
- ✓ **Lower yields** inevitably lead to higher prices for raw coffee beans, affecting every link in the supply chain.

BACKGROUND TO THE INCREASE IN COFFEE BEAN PRICES

Supply Chain Disruptions

- ✓ Increased fuel prices and delays at ports have driven up the cost of transporting coffee beans from farms to roasters.
- ✓ Shortages of shipping containers and labour disruptions at major ports exacerbate delays, compounding logistical costs.
- ✓ These added costs ripple through the supply chain, from raw bean prices to the final cup of coffee served to consumers.

BACKGROUND TO THE INCREASE IN COFFEE BEAN PRICES

Economic Pressures and Demand

- ✓ Emerging markets such as China and India are experiencing a coffee boom, with a **growing middle class embracing café culture**. This surge in demand adds pressure on the already strained global coffee supply.
- ✓ **Rising production costs and higher competition for resources** make it challenging for producers to meet growing demand without further inflating prices.

BACKGROUND TO THE INCREASE IN COFFEE BEAN PRICES



Challenges for Coffee Drinkers

Price Sensitivity:

- ✓ Coffee lovers may find their daily cup of joe **becoming a significant expense** as retail prices rise.
- ✓ For premium brands like Nespresso, **maintaining customer loyalty amid price hikes** is crucial. Consumers may start to question whether the luxury brand experience is worth the premium price.

BACKGROUND TO THE INCREASE IN COFFEE BEAN PRICES

Challenges for Coffee Drinkers

Brand Loyalty Under Pressure:

- ✓ Consumers seeking to save money might **switch to cheaper alternatives**, including generic brands or instant coffee, to balance their budgets.
- ✓ Brands must **justify their pricing through superior quality, sustainability practices, or enhanced customer experience** to retain their loyal base.



BACKGROUND TO THE INCREASE IN COFFEE BEAN PRICES



Challenges for Coffee Drinkers

Shift to Home Brewing:

- ✓ Some consumers might abandon daily café visits in favour of **brewing coffee at home, investing in tools and subscriptions** that offer a cost-effective yet premium experience.



EMPOWERING AND DELEGATING FOR STRATEGIC GOALS

EMPOWERING AND DELEGATING FOR STRATEGIC GOALS

Key Points

- ✓ ***The Importance of Empowerment:*** Delegation enables teams to innovate and respond quickly to challenges. For Nespresso, this means empowering **marketing teams to design cost-effective campaigns** and **R&D to explore alternatives** for sustainable yet economical operations.
- ✓ ***Maintain Clarity in Roles and Accountability:*** Clearly define each **team's role** and **establish metrics to monitor progress** without micromanagement. Use tools like key performance indicators (*KPIs*) and regular feedback sessions.

EMPOWERING AND DELEGATING FOR STRATEGIC GOALS

Nespresso AAA Sustainable Quality Program

This Program is a comprehensive initiative designed to improve the sustainability and quality of coffee production while **empowering farmers through collaborative partnerships.**

Launched in 2003, the program works closely with **over 140,000 farmers in 18 countries** to address social, economic, and environmental challenges in coffee farming.





Key Features of the AAA Program

- ✓ Collaborative Partnerships.
- ✓ Empowering Farmers.
- ✓ Sustainability and Quality.
- ✓ Community Impact.

EMPOWERING AND DELEGATING FOR STRATEGIC GOALS

Nespresso AAA Sustainable Quality Program

Research has shown that AAA-certified farms outperform non-certified farms in areas like **income stability, environmental conservation, and social conditions.**

For instance, a study conducted in Colombia revealed that AAA farms had 52% better environmental conditions and 41% better economic conditions than non-AAA farms.



RULE OF LAW

*“How can Nespresso’s
leaders ensure
delegated decisions
**align with the
company’s ethical and
legal standards?**”*





COMMUNICATION IN HIGH-PERFORMANCE TEAMS

COMMUNICATION IN HIGH-PERFORMANCE TEAMS

Key Points

- ✓ ***Foster Transparency:* Communicate the reasons for rising costs and strategies for mitigating their impact.** Transparency builds trust and minimises resistance to change.
- ✓ ***Create a Culture of Feedback:* Leaders should solicit ideas from their teams.** For example, operational teams might offer insights into cost-saving measures or efficiency improvements.
- ✓ ***Utilise Structured Channels for Communication:* Implement structured meeting schedules or digital communication tools** to ensure clarity and alignment.

MUTUAL RESPECT

*“How does creating a **transparent and open feedback culture** foster mutual respect in high-performance teams?”*



A person wearing a grey hoodie is seen from behind, with their arms raised in a 'V' shape, fists clenched, against a dramatic, cloudy sky. The person's arms and hands are dark, contrasting with the lighter hoodie and sky.

MAINTAINING MOTIVATION AND FOCUS

MAINTAINING MOTIVATION AND FOCUS

Key Points

- ✓ ***Recognise and Celebrate Success:*** Acknowledge both individual and team contributions, no matter how small. **Public recognition**, even in team emails or meetings, can greatly boost morale.
- ✓ ***Reinforce the Company's Vision:*** Reiterate Nespresso's mission to provide exceptional coffee sustainably. **Remind the team how their work directly contributes to this vision**, particularly during challenging times.
- ✓ ***Incentivise Innovation:*** Encourage out-of-the-box thinking with small rewards, such as **recognition awards** for innovative solutions to cost or operational challenges.

INDIVIDUAL LIBERTY

*“How can leaders create a motivational environment that allows team members to **take ownership of their roles while fostering creativity?**”*



CONCLUSION



THE END

CONCLUSION

Key Points

- ✓ **Empowerment:** Enabling team members to **take ownership of projects** fosters innovation, critical for staying ahead in a dynamic market.
- ✓ **Effective Communication:** **Transparent and inclusive dialogue to align global teams and reinforce Nespresso's corporate culture** are vital to for success.
- ✓ **Motivation:** **Intrinsic motivators like a shared vision** for sustainability or extrinsic motivators like rewards can drive performance and loyalty.

Thank you for attending



CoGrammar



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for Education