

Democracy, Participation, and Leadership

Sixto A. Sime

Nyack College School of Business and Leadership

Organizational Communication and Leadership

Professor Naran Jallim

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This paper will show an analysis of an organization's external communication and image. By analyzing the websites, blogs and mailings, a clear understanding will be formed to explain what the external communication portrays regarding that organization's mission, vision, and values.

To illustrate the above, the organization that will be scrutinized will be STARBUCKS. In its website

www.starbucks.com the company states the following as their mission statement "To inspire and nurture the human spirit — one person, one cup and one neighborhood at a time. Their purpose statement is "To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow (2021).

Not many companies can declare themselves to be as transparent as Starbucks, but this is not the largest coffee retailer in the world in name only. Starbucks has made its brand unique by de-commoditizing the mature coffee space. It fashioned a unique brew and a unique image that appealed to luxury-craving aficionados who relished the prestige, the ritual, and the uniqueness of coffee savoring.

Their vision statement reads as follows: Acting with courage, challenging the status quo and finding new ways to grow our company and each other. Being present, connecting with transparency, dignity and respect. Delivering our very best in all we do, holding ourselves accountable for results" (www.starbucks.com 2021).

When the consumer market reads the above mission, purpose and vision statements, it can see that Starbucks has some clear distinction on where the company should strive to be, and how it should best serve the consumer. The mission is succinctly written. Delving into the company's communication transparency with its consumer base will demonstrate the steps that

this global behemoth has taken to create an image that its stakeholders and shareholders can believe in.

The image that is consistently worked on continues to be updated in all of the company's holdings, and media outlets. The Starbucks Corporation owns 100% of the following companies Café Del Caribe, Coffee Partner Hawaii, Ethos Water, and Starbucks Coffee Partners. It is not by happenstance that this cultural icon has come to develop such a world presence.

At Chegg.com Starbucks is described as a viable part of a continuing day in the life of its consumers. "Starbucks creates value for its consumers by providing them a 'third place' after their home and workplace. It allows the customers to take some time out of their hectic schedule and meet, talk, read, and relax. Overall, it creates a social experience for the customers" (2021). The media blog, Soci.Com declares that Starbucks has 36.4 million users that like its Facebook page. Moreover, they have 11.7 Twitter followers (2021). With metric like these it is important to understand what strategy the company is using to become so successful. Soci.com goes on to illustrate the reasons that the campaign is so successful for Starbucks.

The following and the detailed explanations are reasons for the social media success. "Quality Content: When it comes to content, Starbucks is a firm believer in quality over quantity. On average, they post to Facebook less than once a day. Their page is filled with creativity, bold colors and a variety of media, including photos, videos and articles. Creative Captions: Starbucks likes to break up their captions with spaces and emojis. This makes it easier for their audience to read and digest the information. Their innovation and creativity encourage users to stop and engage with the post. The Human Factor: It is no secret that Starbucks values their customers. They communicate this value through their content and by responding to customers' comments. Their photos often feature people, which makes it easier for the audience to connect with the

product as well as humanizes Starbucks as a company. They also understand that social media is a two-way street. In most cases, the more you give, the more you'll receive. Starbucks does an amazing job of responding to customers, offering answers to their questions or simply sending a positive message back. Product Personality: Since Starbucks' target market is so broad, it's important for them to be able to cater to their various segments by differentiating their products. Starbucks accomplishes this by giving their drinks a unique personality that allows customers to identify with them easily, and it also builds a sense of community. Finally, it's the Sense of Urgency: Starbucks creates urgency by using social media to promote new products—and limited-time deals. These posts usually receive high levels of engagement because customers feel the need to 'act now'. Often, users will tag a friend in the comments or even share the post on their own page (soci.com,2021).

Having captured a glimpse into the image of Starbucks, the consumer and reader can clearly see why the culture presented is so alluring.

References

Kessler, L. (March 3, 2009). Starbucks: Get Back To Being Unique

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