

## Executing Bayside Through DTMS

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### Introduction

The purpose of this Activation Guide for Bayside is to work through each guardrail of DTMS to identify linkages to all the applicable areas to ensure alignment of the discipline needed to implement Bayside. This will increase the capability to think more critically and consistently as Our People implement Bayside for Our Customers.

### Who We Are

#### Alignment:

5 Life Lessons ♦ Mission ♦ IOOGA ♦ Vision



Begin with self-reflection, and asking yourself questions, to engage your heart and mindset as a Servant Leader. Then engage with your people, without distraction, to instill trust and model the actions and behaviors of a Servant Leader.

#### Understand the Direction:

Tool – Review and understand the *Conversion Checklist* to identify:

- What questions should be asked in self-reflection to engage Our People's heart and mindset?
  - What questions should you ask to learn about where Our People are at on their journey as it relates to implementing Bayside?
  - How does this support our Vision – To be the Best?
  - Where do you align IOOGA and 5 Life Lessons with how Bayside will impact Our Vision?
  - What Leadership Characteristics need to be present to sustain Bayside?
  - When will you engage the AORs in understanding how Bayside effects Who We Are?
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**What We Do**

**Alignment:**

Deliver on Our Strategy



Discuss executing Our Strategy through our Brand Promise, to improve understanding.

- **Brand Dimensions:** Do Our People understand what it means to have a Can-do Attitude? What Trusted Experts do? What an Unexpected Experience looks like? What it means to offer Low Prices and More Choices?
- **3 Core Fundamentals:** Do Our People understand the importance of executing on our Best Practices/Visual Standards?
- **Safety and Quality First in Delivering and On-time Experience:** Do Our People understand our order of priority (SQDC) and how this guides our decision making and empowers us to always do the right thing based on these standards?

**Go and See (Grasp the Current Conditions):**

Tool – Review and understand the *Movement Worksheet* and *AVP Checklist* to identify:

- What decisions regarding the priority of Safety, Quality, Delivery, and Cost (SQDC) need to be considered?
- How do we execute on Our Strategy through our Brand Promise?
- Which Brand Dimension(s): Can-do Attitude, Trusted Experts, Unexpected Experience, Low Prices, More Choices are demonstrated because of Bayside?
- Does this impact any of our 3 Core Fundamentals: ETV, CES, PSE?
- How will you coach your AORs on these impacts?

## Assessing Our Gauges

### Alignment:

### Key Indicators of Our Overall Performance



## Best Practices

Conduct gauge review to identify what you see when you go through the gauges.

- Perform disciplined actions each month
- Complete Store Business Review (CTA) with last month's results
- Agree upon one or two gauges to focus on for the store
- Direct each AOR to access AOR page
- Look at each Primary and Secondary Business Drives
- Instruct each AOR to identify a gauge, determine one Primary or Secondary Driver, and establish an expected target result
- Select the related Brand Dimension and Best Practice/Visual Standard

"Go Look" at Execution

### Understand and Establish Target:

Tool - Review and understand *Job Instructions*, *Workflow Video*, *Bayside OPB*, and *Flow of Tasks* to identify:

- How is SQDC impacted with Bayside?
- What gauges do you measure to determine how well you are performing Bayside?
- What Best Practices and Visual Standards are in place that support Bayside?
- Which of the 4 Puzzle Pieces: 1) Recruiting, Training, Coaching & Mentoring, 2) Clear Roles & Expectations, 3) Right Number of Qualified People Scheduled, 4) Environment Ready, need to be in place as a foundation for the success of this initiative/solution?
- When will you incorporate the operational goals on your CTA? Who is the AOR responsible?
- How will this lead changes to accelerate the execution of Our Strategy?

**Setting Up the WIN**

**Alignment:**

Discipline for Getting Better

**STORE BUSINESS  
REVIEW (CTA)**

Complete the Store Business Review (CTA) to identify ownership (AOR), action (Best Practice/Visual Standard), cadence (how often), and follow up (accountability).

AOR to engage the team to solve the problem and create ownership and accountability for the proper execution of the Best Practice/Visual Standard.

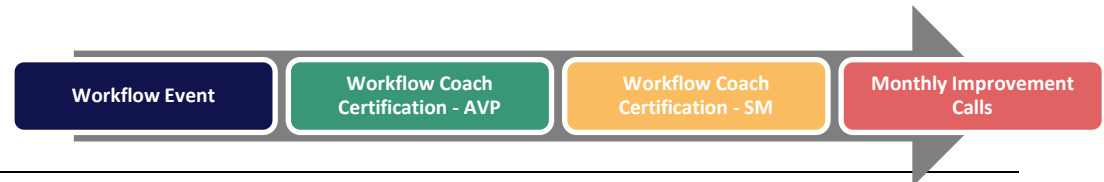
**IMPORTANT TIP:** If the opportunity is big enough, it could become a LEAD game for the team.

**Continuously Improve:**

Tool – Review and understand the Improvement Worksheet and AVP Check List (Coaching Questions) to identify:

- Who “owns” the execution of Bayside?
- What are the targets for operational improvement: X to Y by When?
- What actions (Best Practices) need to be performed successfully?
- When does the follow-up need to occur to ensure accountability?
- How will you represent Bayside on your Store Business Review (CTA)?
- Who will provide additional support to audit the progress (leaders, teams, etc.)?

**Training  
Events and  
Sustainability  
Support**



**Notes:**