



Our Transformation is a Journey

Starbucks transformation is a journey—embracing our rich heritage while responding to the most challenging business environment in our history. We must be determined to build Starbucks for the future, inspire our customers and grow our business. Every partner has a role in this journey. The time is now. Make it personal.



Strategic Framework:	STRENGTHEN THE CORE: Great coffee and proud partners	ELEVATE THE EXPERIENCE: One customer and one store at a time	INVEST AND GROW: Responsibly and profitably for the long term
★ SEVEN BIG MOVES ★			
01: Be the undisputed coffee authority	02: Engage and inspire our partners	03: Ignite the emotional attachment with our customers	04: Expand our global presence—while making each store the heart of the local neighborhood
05: Be a leader in ethical sourcing and environmental impact	06: Create innovative growth platforms worthy of our coffee	07: Deliver a sustainable economic model	