

Keeping the Culture

QuikTrip



Who Are We?

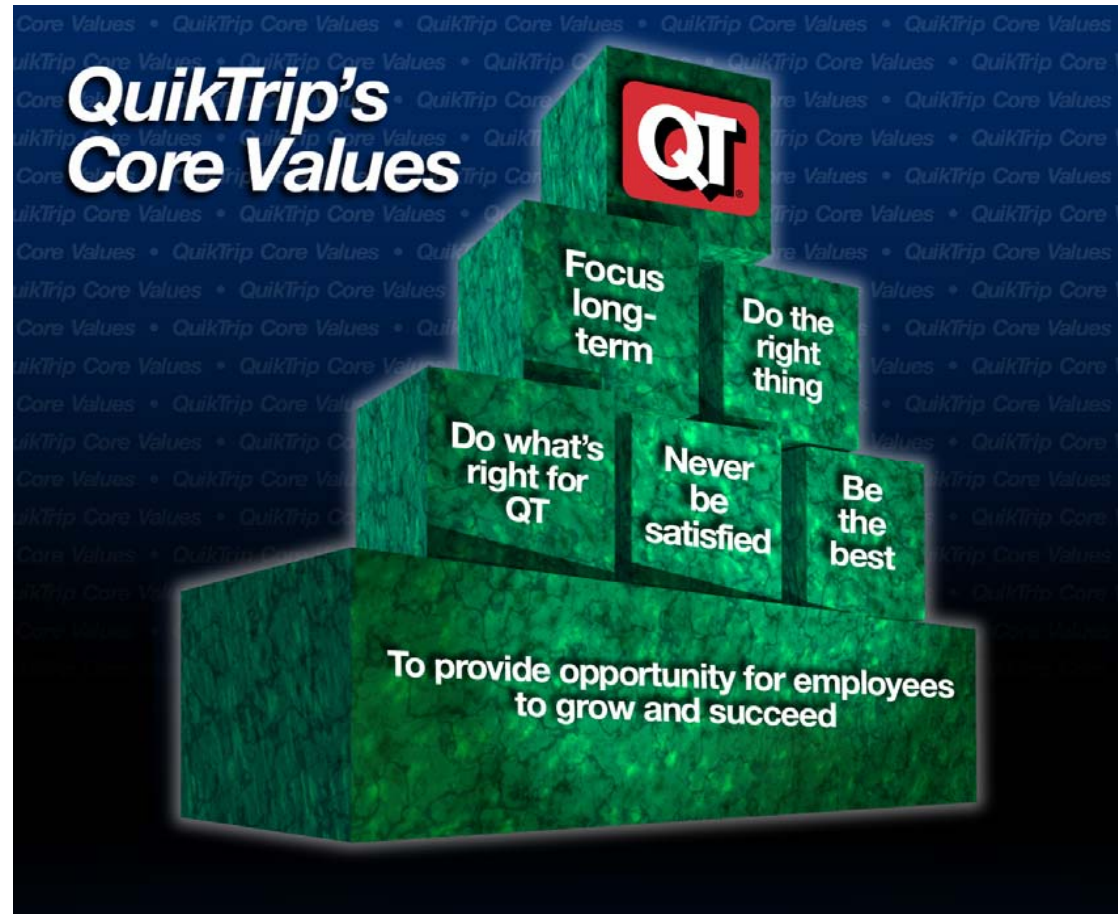
- Gas/convenience marketer
 - ◆ 1.5% of all gas sold in U.S.
- 486 stores – 11 cities
 - ◆ \$7.6 Billion in Sales
 - ◆ 10 Million transactions/week
 - ◆ 10,000 employees
- What sets QT apart in the industry
 - ◆ Our PEOPLE are our brand

Topics of Discussion

- How We're Different
 - ◆ Our Culture
 - ◆ Satisfying Customers
 - ◆ Our People

Strong Culture

- **QuikTrip's
Core Values**



Core Purpose

- To Provide Opportunity for Employees to Grow and Succeed
- New Markets
 - ◆ When
 - ◆ Why

QT Culture

- Focus Long Term
 - ◆ Relocations – KM to new markets
 - ★ Avg cost \$50,000
 - ◆ Promotion from Within – KM to new managers
 - ◆ Succession Planning – KM to new generations

Never Satisfied

- Never Be Satisfied
 - ◆ The Look
 - ◆ The Product
 - ◆ The Place
- Keeper of the Brand

Do The Right Thing

- Do the Right Thing
- Do What's Right for QT
 - ◆ Saving Private Ryan
- Taking Care of Employees
- Taking Care of Customers
 - ◆ How to Transfer this Knowledge

Be The Best

What Customers Want

- ◆ Hungry, Thirsty or Out of Gas
- ◆ Surveyed 5,000 customers
 - ★ Fast service
 - ★ Clean, well lit, safe
 - ★ If I touch it, I want it clean
- ◆ Mystery Shopper
- ◆ Consistency
 - ★ Remodels

Keeper of the Culture

- Is it HR?
- Is it Operations?
- 10,000 Employees
 - ◆ Minus our turnover

What We're Good At

- Know What Our People Want
- Hiring
- Training/Documentation
- Execution
- Listening
- Taking Care of Employees
- Reward for the Right Things

What Your People Want

- Company Which Has Credibility
- Treated Fairly
- Treated with Respect
- Pride in Where They Work
- Camaraderie

What Else Do They Want?

- Let me do what I like to do
- Train me to be good at what I don't like
- Listen to me
- Give me feedback
- Fulfill my basic needs
 - ◆ + personal wants – if you can
- Give me opportunity
- Get out of my way

What QT Looks For

- Hire for Fit/Train for Skill
 - ◆ Centralized Hiring
 - ◆ Bank tellers
- Hiring is an Art
 - ◆ Certain things we look for
 - ★ People who like people
 - ★ Worked with the public
 - ★ Employee Referrals

What Sets Us Apart

- Training
 - ◆ Individual Training & Feedback
 - ★ Trainers paid on retention not profit
 - Natural mentors
 - ◆ Fulfill Their Needs
- Documentation
 - ◆ Timings
- Execution
 - ◆ Consistency throughout

Listen Well & Learn

- Resource Groups
 - ◆ Managers
 - ◆ Asst. Managers
 - ◆ Clerks
- Annual Survey
- Annual Employee Meetings
 - ◆ Issues get resolved

Let Me Know How I'm Doing

- 1 on 1's with manager – every 60 days
- 360 evals – quarterly
- Annual downward eval
- Store team meetings – 60 days

Reward For the Right Things

- Customer Service Bonus
- Profit Bonus
- Retention Bonus

Why They Stay

- Benefits and Pay
 - ◆ I can feed my family
- Ownership in QT
- Flexibility in Time Off
- Opportunity
- Turnover – 30%
 - ◆ 1/3 occurs in 1st 3 weeks

Pulling It All Together

- Meeting the Needs of Customers
- Hiring/Training
- Meeting the Needs of Employees
- Growing Our People
- Culture
 - ◆ Provide opportunity to do more

Rankings

- # 1 Convenience Store – NACS magazine
- # 20 Fortune's Best Place to Work
- # 28 Largest Privately Held Company – Forbes