

Coaching for Success: The Four Dairy Queen Coaching Methods

Today's Goal:

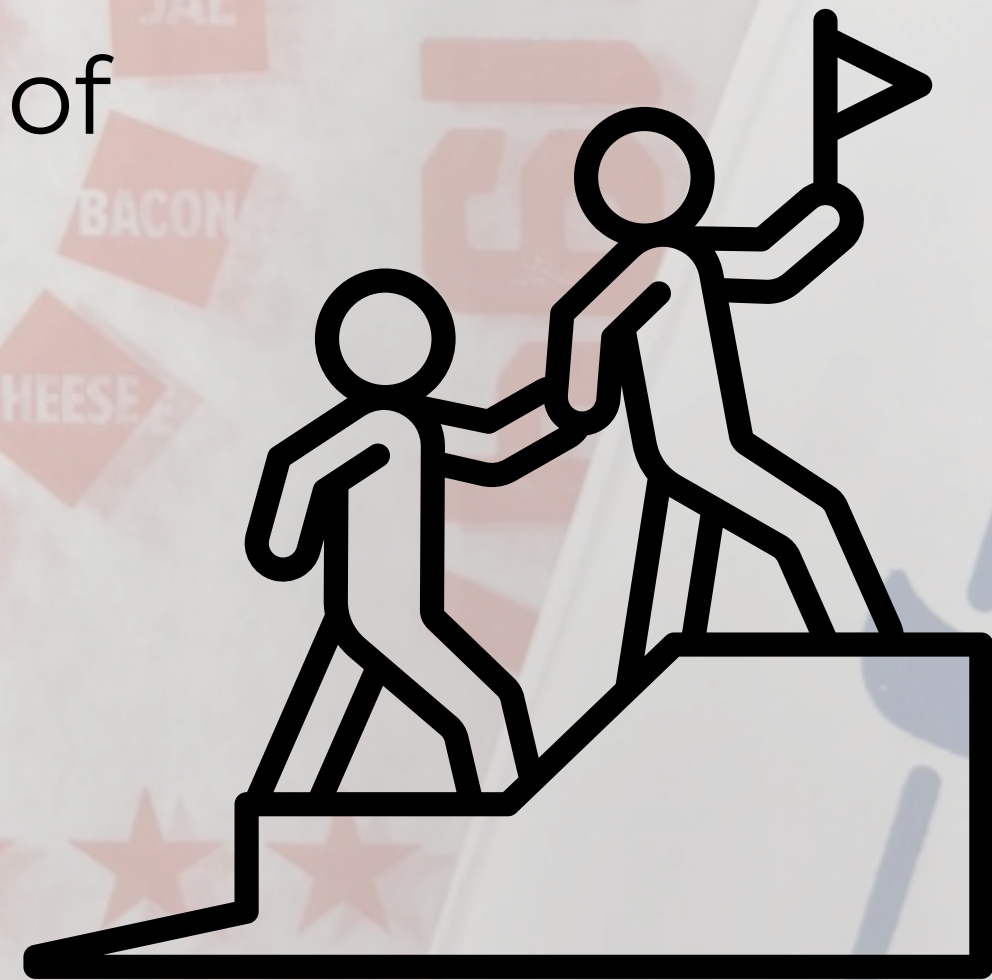
We will cover the **four coaching methods we recommend**: in-the-moment coaching, corrective conversations, recognition techniques and new hire support



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Why Coaching Matters

- Coaching builds confidence, consistency, and culture
- Shift Leaders shape the tone of every shift
- Great coaching = great Fan Service
- Coaching turns expectations into daily habits



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In-the-Moment Coaching

Purpose: Quick, real-time correction or reinforcement

Use When:

- Incorrect behavior
 - Safety or service issues
 - Great behavior worth praising
- Steps:
- Step in quickly
 - Show the correct behavior
 - Have them repeat it
 - Reinforce the expectation



In-the-Moment Example

“Let’s reset. Try: ‘Welcome to Dairy Queen — how can I help you today?’”



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Corrective Conversations

Purpose: Address repeated or serious issues

Use When:

- Behavior continues after coaching
 - Patterns form (speed, accuracy, attitude)
 - Expectations not met
- Steps:
- Private conversation
 - State the issue
 - Explain the impact
 - Set expectations
 - Gain commitment



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In-the-Moment Example

“We’ve talked about timers twice. Drive-thru speed is critical. Starting today, check timers every order.”



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Recognition Techniques

Purpose: Reinforce positive behavior

Use When:

- Great Fan Service
- Improvement after coaching
- Above-and-beyond effort Steps:
- Be specific
- Connect to DQ standards
- Encourage continued success



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Recognition Example

**“Your greeting was perfect — friendly, fast, confident.
That’s Gold Star Fan Service.”**



New Hire Support

Purpose: Build confidence and competence

Use When:

- New hire learning a station
- Nervous or unsure team member
- Someone needing repetition
- Demonstrate slowly
- Practice together
- Give simple steps
- Celebrate small wins



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New Hire Example

**“Let’s practice together. Try: ‘Welcome to Dairy Queen
— what can I get started for you?’ Great job!”**



Group Exercise: Coach the Scenario

- 1. Teams will:**
- 2. Read the scenario**
- 3. Decide which coaching method fits**
- 4. Write a coaching line**
- 5. Present to the group**



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The Scenarios

- 1. Crew member rolls eyes at a guest**
- 2. New hire struggling with cone curl**
- 3. Crew member nails a perfect greeting**
- 4. Crew member forgets to check timers**
- 5. The Blizzard Rush Freeze-Up**
- 6. The Half-Done Lobby**
- 7. The Quiet Superstar**
- 8. The New Hire Mix-Up**



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Leadership Message

“You don’t build results — you build people, and people build results.”



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***Thank you, everyone for your
attending, participating and
giving this training your all!***

Does anyone have any questions?



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