

Let's Party!

The Coaching Playbook



Party Coaching Objectives: What Success Looks Like

Why this matters:

Coaching is how skills turn into habits. It builds confidence, sharpens performance, and keeps the Party energy consistent every shift.

This is how leaders turn training into action and gives your team the support to get better every shift.



When to use:

- After Party Training in LMS
- During Party Review and Rally Rounds
- Anytime you see a gap in service or energy
- Anytime you want to reinforce Party standards

Your role as a leader:

1. Set the scene: explain what skill they're practicing.
 2. Show first: demonstrate what good looks like.
 3. Let them try: give space for practice.
 4. Coach the adjustment: focus on one thing to improve.
- VALIDATE Skill



DAILY COACHING CHALLENGE

- "Did I take at least 3 minutes to refine one skill today?"
- "Am I rating fairly across the team, or do I let things slide?"
- "What's one behavior I want to see improved before the next shift?"



The Coaching Model: Why We All Use It

Consistency matters. If every leader coaches differently, the message gets lost. By aligning on the Coaching Model, we ensure that team members know exactly what to expect, and leaders know how to deliver skill growth every shift.

- **COACH** = the full framework for evaluating performance.
- **Connect > Coach > Continue** = the quick-hit version, used in Rally Rounds or on the floor.

CONNECT TO LEARN MORE
OBERVE THE BEHAVIOR
ALIGN EXPECTATIONS
COMMIT TO IMPROVE
HELP AS NEEDED



In-the-Moment = Observational Coaching

Party behaviors must be seen and practiced, not just told. That's why in-the-moment coaching relies on Observation.

Connect	Don't launch into questions. Pause. See how they're doing and acknowledge or compliment them. Then guide them toward what's next.
Coach	Observe, align, and help. Give one clear adjustment, celebration, or reinforcement and work with them.
Continue	Validate the skill ability, give clear feedback, confirm the commitment, and set the next check-in.

COACHING CHALLENGE

- Did I Connect first before coaching, or jump straight to correction?
- Did I Coach with one clear adjustment that aligned with the standard?
- Did I Continue with accountability by giving clear direction, confirming commitment, and setting a progress check?



The Skill Drill Work

Skill Drills are the practical application of the LMS course. They reinforce learning and validate understanding by putting skills into practice on the floor. Each drill follows the in-the-moment rhythm: Connect > Coach > Continue and lasts 5–10 minutes.

Connect - *Invite Learning and Set the Stage*

The small gesture of seeing how they are builds trust and sets the stage for learning.

- **Why it matters:** Without trust and connection, practice feels random or forced.
- **Your Role:** Notice how they are doing and share the “why.”

Coach - *Observe, Align, Help*

This is the heart of the drill. Watch the behavior, call out one strength, and give one adjustment. Coaching is observing, aligning to the standard, and helping them improve one step at a time.

- **Why it matters:** Skills grow when feedback is clear and focused. Too much at once shuts people down.
- **Your Role:**
 - **Observe:** Watch the behavior start to finish.
 - **Align:** Call out what matched the standard and what missed.
 - **Help:** Give one clear praise or adjustment.

Continue - *Validate and Commit*

This is where we validate ability and confirm the next step, and set a progress check.

- **Why it matters:** Accountability keeps growth consistent, and how we close the development loop. They need to know how to improve.
- **Your Role:** Validate skill ability, set the next step, and confirm follow-up.



COACHING CHALLENGE

This is a challenge to test your ability to coach and follow the skill drill flow.



Connect

- What did you notice about the team member’s energy, body language, or mood?
- Could you clearly explain the purpose of the drill back to yourself in one sentence?
- Did your connect feel like trust-building, or did it feel rushed?

Coach

- What details stood out in the team member’s behavior – tone, timing, product knowledge?
- Were you able to align them to the standard with one specific adjustment?
- Did you help by showing or prompting, not just telling?

Continue

- Can you explain why you chose Ready, Refine, Retry in one clear statement.
- Did you set timebound follow-up?
 - What next step or commitment did you secure from the team member?
 - Did you ask them to follow-up in the next hour on their adjustment or progress?

Continue: Validation Defined

- ✓ Ready: They can apply the skill correctly and ready to be on their own.
- ⏸ Refine: Mostly there, but needs one or two tweaks and practice rounds.
- 🔄 Retry: Missed core behaviors and need to redirect and repeat the drill.

LMS Required Skill Drill Sample

This activity gives the team member practice in noticing guests and starting natural conversations.

- The LMS tells them what Connect looks like.
- You show it in action.
- They do it in practice until it feels natural.

The goal is for every team member to pause tasks, move with intent, and spark conversation with confidence. Your role is to coach them until they reach a 4 or 5 star rating.

Only then can they progress in the LMS and mark this activity as completed.

CONNECT Skill Drill: Mingle & Match the Mood

Coaching Objective:

Help team members learn to mingle with intention, read the guest's vibe, and spark natural, meaningful conversation.



Roles and Scenario:

- One team member is the Guest, the other is the team member.
- Select a guest "vibe": looks confused, panning the store, picking up product in a certain team, etc.
- The team member approaches

Team Member Challenge: Use natural conversation and body language to:

- Spark a conversation without being scripted.
- Shift into Connect by noticing something about the guest.

Coaching Observation Prompts

Observe & Ask:

- Did the team member read the room before approaching?
- What did they see that helped them open the conversation?
- What did they feel from the guest?
- Did their energy and tone match the guest's vibe?
- Did the interaction sound natural?



Continue: Validate their Connect Ability

The trainer needs to validate the team members ability to Connect. Continue is about setting timebound improvements so the team member can practice refining their skill.

- ✅ Ready: They can apply the skill correctly and ready to be on their own.
- 🔧 Refine: Mostly there, but needs one or two tweaks and practice rounds.
- 🔄 Retry: Missed core behaviors and need to redirect and repeat the drill.

Refresher



CONNECT

After greeting, adjust **tasks to mingle with intention to connect** and **notice the guest**. Let them settle in, then spark conversation.

SAY What You See

Here are a few examples, make it your own ➡

Notice the guest and speak to what feels natural.

Be real, kind, and curious. People respond best when they feel seen, heard, and valued.





PARTY SERVICE ELEMENTS

Welcome

When coaching Welcome, MODs should be watching for adaptability, awareness, and knowledge in action.

2 Detect

When coaching Detect, MODs should be looking for open-ended questions, active listening with acknowledgment, and building from the guest's responses such as Family, Friends, Fun, or Fan Gear.

Delight

When coaching Delight, MODs should look for consistency, accuracy, and delivery style.

Kick-Off Zone



3 Steps of Service



Send-Off Zone

1 Connect

When coaching Connect, MODs should be looking for awareness of the guest, a natural friendly tone of voice, and the use of openers that invite conversation.

3 Recommend

When coaching Recommend, MODs should be looking for multiple options shown to the guest, a Fan Favorite added, and energy with product knowledge in the delivery.



The Party Zones

Guests decide in the first 7 seconds if they want to stay.

- This zone sets the Party tone – energy, approachability, and awareness.
- MODs need to zone with intention.
- MODs must coach adaptability and responsiveness so the Party Host can respond to anything from product questions to LP concerns.



Welcome Skills for the Party Host

Kick-Off

Energetic & Approachable – sets the Party tone with genuine warmth.

Adaptable – can pivot based on the guest, the vibe, or a curveball question.

Responsive – reacts quickly to both guests and store conditions (door, theft risk, foot traffic).

General Navigation – knows where things are, what’s new, and can confidently redirect.

Situationally Aware – eyes up, scanning; recognizes loss prevention issues and guest needs simultaneously.

The Party Zones Training Activities

LMS Skill Drill	<ul style="list-style-type: none"> • See/Hear/Feel (Builds Awareness and Responsiveness) • Whole Body Hello 	<ul style="list-style-type: none"> • 5-10minutes • Repeat as needed based off rating
Party Deck	<ul style="list-style-type: none"> • 5 Skill based micro activities • BorB 	<ul style="list-style-type: none"> • 1-3 minutes to complete each

The last impression is the one guests remember.

- This zone ensures consistency – every guest leaves thanked, offered solutions, and smiling.
- MODs must coach accuracy, efficiency, and delivery style so cashiers execute the Fan Farewell naturally, even in peak rush.



Delight Skills for the Cashier

Send-Off

Engaging – warm tone, makes the guest feel like the star of the send-off.

Efficient – moves transactions quickly without losing connection.

Accurate – rings correctly, follows LP and payment procedures.

Solution Oriented – offers gift receipts, gift bags, gift cards naturally.

Consistent – delivers the Fan Farewell every time, even at peak rush.

The Party Zones Training Activities

LMS Skill Drill	<ul style="list-style-type: none"> • Fan Farewell • Is it a Gift 	<ul style="list-style-type: none"> • 5-10minutes • Repeat as needed based off rating
Party Deck	<ul style="list-style-type: none"> • 5 Skill based micro activities • BorB 	<ul style="list-style-type: none"> • 1-3 minutes to complete each

The 3 Steps of Service: Service Steps in Motion

Connect, Detect, and Recommend are service steps that every team member should be able to complete to support our guests. These steps are fluid or can work in any order. The key is MOD setting the tone to prioritize the guest and keep the team focused on 5 Star Party Service.



Connect Skills

Proactive Awareness – eyes up, scanning, recognizes when a guest may need help and chooses to approach

Approachable Presence – open posture, relaxed tone, and body language that invite engagement

Conversational Confidence – uses natural openers to start conversation without sounding scripted



Detect Skills

Active Listening – focused attention, acknowledges and responds to guest's words

Questioning – uses open-ended questions and follow-ups to uncover needs

Curiosity – digs deeper with genuine interest in the guest's purpose or story



Recommend Skills

Product Knowledge – shares features, exclusives, and Fan Favorites with confidence

Confidence & Influence – makes suggestions clearly and with positive energy

Adaptability – adjusts recommendations to match guest interest, needs, or budget

The Party Zones Training Activities

LMS Skill Drill	<ul style="list-style-type: none"> Connect SD 	<ul style="list-style-type: none"> 5-10minutes Repeat as needed based off rating
Party Deck	<ul style="list-style-type: none"> 3 Skill based micro activities BorB 	<ul style="list-style-type: none"> 1-3 minutes to complete each

LMS Skill Drill	<ul style="list-style-type: none"> Detect SD 	<ul style="list-style-type: none"> 5-10minutes Repeat as needed based off rating
Party Deck	<ul style="list-style-type: none"> 3 Skill based micro activities BorB 	<ul style="list-style-type: none"> 1-3 minutes to complete each

LMS Skill Drill	<ul style="list-style-type: none"> Recommend SD The 3 Steps 	<ul style="list-style-type: none"> 5-10minutes Repeat as needed based off rating
Party Deck	<ul style="list-style-type: none"> 3 Skill based micro activities BorB 	<ul style="list-style-type: none"> 1-3 minutes to complete each