CHIEF COORDINATOR BOOK

A big, hearty welcome to the Woodcutter family, where the axes are sharp and the spirits are high!

So, you're our newest Chief Coordinator? Buckle up, buddy, 'cause it's more than just a title - it's the heart and soul of our wild adventure here. Grab that Guide book Package we've put together; it's your treasure map to becoming a Woodcutter legend. Need help? Don't hesitate to lean on our sage-like Chief Coordinators. They're the Yodas of axe-throwing, always ready to drop some wisdom.

So, what's the job really about?

Picture yourself as the maestro of a high symphony guiding everyone from bartenders to axethrowing coaches, ensuring they're more than just present - they're excelling.

Think of your role as the campfire of our Woodcutter team—creating a warm glow that keeps spirits high and hands busy. You're the scoutmaster as well, in charge of recruiting top talent to keep our adventure going. You're not just assigning tasks; you're creating a timeline that makes sure everything is done with Woodcutter's signature quality.

Cleanliness matters, We keep our place tidy enough so every adventurer feels like they've stepped into their second home. Because, a clean bar equals happy guests and better profits.

Speaking of profits, you're also the one who keeps an eye on the bottom line. It's about balancing the spreadsheets without sacrificing the fun or the quality. So, are you ready to take the helm and make this place the legend it deserves to be?

Let's light this campfire and keep the adventure rolling!



Here's what we're looking for in our ideal Chief Coordinator

Cool-Headed Captain: Calm, practical, and rational - that's a Woodcutter Chief Coordinator for you. You keep a cool head even when the axes fly wide, making level-headed decisions focused on results.

Master of the Game Plan: Your mission? Make everything run like clockwork. You create and enforce clear rules that everyone can rally around, ensuring the adventure stays on course.

Campfire Diplomat: Warm and sensitive, you're the glue that binds the team. You seek harmony, valuing everyone's input and feelings, making sure the atmosphere's as welcoming as a campfire sing-along.

Sharp-eyed Scout: When it comes to recruitment, you've got a knack for spotting diamonds in the rough. Each new team member you bring on isn't just filling a role—they're adding a new layer of awesomeness to the Woodcutter atmosphere.

Profit wizard: You're the guru of beer inventory, a savant of spreadsheets, and a master of margins. Your skill keeps us in the green while still making sure the taps flow and the axes fly.

Clean Guru: You get that a tidy place isn't just about looking good—it sets the stage for an epic night. With your meticulous eye, Woodcutter is always an adventurer's paradise: inviting, comfy, and just the right level of wild.



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Think of this guide as a living document, always evolving, just like our stories at Woodcutter. It's digitally available for you to check in whenever you're in doubt or faced with a new challenge. And hey, if the waters still seem murky, your Head Chief Coordinator is your go-to guru – don't hesitate to reach out!

We'll keep you updated by email with every new chapter we add to this guide. So, keep an eye on your inbox for these nuggets of wisdom and make sure to give them a read – they're the secret ingredients to our success recipe!

At Woodcutter, we believe every voice adds to our tale. So, if you've got ideas, suggestions, or even a cool new approach, bring it on! Share them with the other CCs. We're all ears and ready to turn great ideas into our next big thing.

Together, let's keep Woodcutter not just running, but thriving, laughing, and excelling!



A quick note about Hospitality before we begin

At Woodcutter, the essence of our craft lies far beyond just providing an axe-throwing experience; it's about forging indelible memories. Every element, from the people we welcome into our team to the decorations, the meticulous coaching we offer, the exhilarating drinks we serve, and even the quality of our axes, are simply ingredients in the creation of unforgettable stories for our guests.

As Will Guidara beautifully encapsulates, "the heart of hospitality is about making people feel seen, heard, and valued. It's about transforming every visit into an extraordinary adventure, where guests leave not just with a sense of satisfaction, but with memories etched into their hearts". Want to know more? Read his book: Unreasonable Hospitality.

In every role at Woodcutter, our ultimate mission is to enhance every guest's experience, ensuring that each moment spent with us becomes a cherished memory. **Remember, we're not** just in the axe throwing business; we're in the business of crafting moments that last a lifetime.

Your role is not just about organization and efficiency; it's about setting the stage for magic to unfold. You are the unsung hero behind the scenes, the first stroke in a masterpiece, the initial chord in a symphony of memorable experiences. Each task you undertake, no matter how seemingly small, is a vital piece in our quest to not just meet, but exceed the expectations of our guests.

And, in your hands lies the magic that **transforms a service into a story, a moment into a lasting memory.**



Roles and Structures at Woodcutter

Woodcutter has evolved from a simple bar to a part of a globally celebrated entertainment brand, prompting us to redefine our operational structure. We've shifted from a jack-of-alltrades approach to specialized roles, each person taking full accountability for their designated tasks. This structure doesn't mean working in isolation; it's about becoming an expert in your area while knowing there's a community of colleagues in similar roles to share experiences and offer support across locations. If you're an expert in your city and seek assistance, remember, there are colleagues in identical roles elsewhere. This collective framework helps in accumulating a broader range of experiences, enabling peers to support, guide, and mentor each other.

Our recruitment is now more strategic, focusing on identifying gaps and strengths within the team and ensuring the right leaders are in place for specific projects. We're big on experimentation, learning from daily client interactions, and sharing these insights across the team.

Here is a quick summary of the 5 roles you need at Woodcutter.

It's important to note that these 5 roles are first and foremost Axe Masters who handle groups, provide coaching, and are present for the customers. This is an added responsibility to ensure Woodcutter operates smoothly.

Chief Coordinator: The CC at Woodcutter is pivotal to our seamless operations. They oversee everything from meticulous planning and holiday management to handling our digital presence on Google Business. Responsible for store management, they also play a crucial role in recruitment and hiring, ensuring we always have top talent. With a keen eye on student/minijobber management, they act as the central coordinator, ensuring all parts of Woodcutter run in perfect harmony.

More specifically here are the tasks handled by the CC: Planning, Holidays Management Google Business Store Management, Recruitment & Hiring, Student/Mini-jobs Management, Follow-up on each role, Collect reports and analyze, Floor...

Executive: They take the lead in crafting memorable team-building experiences, ensuring each event is not just another gathering but a meticulously planned occasion brimming with fun and camaraderie. By going the extra mile, they make certain every team member feels valued and integral to Woodcutter. Beyond this, they handle all incoming and outgoing mails, oversee financial transactions, maintain impeccable bookkeeping, and foster key B2B relationships, securing Woodcutter's financial and partnership health.

More specifically here are the tasks handled by the Executive: Managing the mails, Organizing Team Building & Outdoor, Invoices IN & OUT, Handling Payment, Bookkeeping, B2B relations, Floor...

Experience Architect: The Experience Architect is the heartbeat of Woodcutter, ensuring that every interaction radiates authenticity and top-tier professionalism. Their domain extends from staff training, ensuring every Axe Master is primed to perfection, to meticulous monitoring and validation of their skills. They bear the responsibility of store presentation, ensuring it's a visual



embodiment of our brand. But their essence lies in their innate ability to breathe life into the community; organizing immersive events from Halloween parties to quiz nights and even unique tattoo events. They also need to collaborate closely with the Executive, to craft the most memorable team-building events and special occasions ever witnessed. Through their diverse roles, they sculpt the unforgettable experiences that define Woodcutter.

More specifically here are the tasks handled by the Experience Architect: Training of staff, Axe Master monitoring & Validation, Store Presentation, The community, The tournament, Event Creation and management, Merchandising, Managing Google reviews and Mystery Shopper feedback, Floor...

Food&Beverage Manager: The Food and Beverage Manager at Woodcutter plays a crucial role in enhancing the customer experience through exceptional food and drink offerings. They are responsible for curating a compelling Food & Drink menu, ensuring variety and quality that aligns with the Woodcutter brand. To optimize sales, they also train the staff, imparting necessary skills and knowledge to effectively promote and sell F&B items.

Effective stock management is another critical aspect of their role, ensuring that supplies are always available to meet customer demand without excess wastage. They maintain open and clear communication with suppliers, negotiating terms to secure the best deals for Woodcutter, all while upholding the highest hygiene standards throughout the food and beverage operations.

More specifically here are the tasks handled by the Food and beverage Manager: Food&Drink Menu, Train staff to sell F&B, Stock Management, Suppliers Communication, Negotiation with Suppliers, Hygiene standards, Floor...

Crafter: The Crafter at Woodcutter is an essential figure, ensuring that the ambiance and functionality of our lanes are always at their peak. Their keen eye is responsible for the meticulous presentation of our lanes, ensuring that every detail aligns with the Woodcutter brand and offers an unparalleled experience for our guests. They oversee the targets, ensuring they are well-maintained and promptly replaced when necessary, and similarly manage our axes, guaranteeing they are sharp, safe, and ready for use. A significant part of their role involves managing inventory, keeping track of all tools, axes, and targets, so we're never caught off-guard. Safety is paramount in everything we do, and the Crafter routinely conducts safety checks, ensuring that every tool and piece of equipment meets our stringent safety standards. Beyond this, they efficiently manage our workshop, ensuring it's organized, functional, and ready to tackle any task that comes its way.

More specifically here are the tasks handled by the Crafter: Lanes Presentation and security, Targets Management, Axes Management, Inventory Tools, Axes, Targets, Safety Check, Workshop Management, Floor...

It's important to note that while each role at Woodcutter has its core responsibilities, the specifics can vary depending on the location. Due to our adaptive team structure, tasks designated for one role might sometimes be handled by another team member. After all, our strength lies in our unity; while individual roles are vital, we operate cohesively, always supporting one another because, in the end, we're one team with a shared vision.





The Recruitment Journey - Building an Amazing Team

1- Where to Find People

Recruitment Platforms: Websites such as Indeed, LinkedIn, and industry-specific job boards for hospitality roles are great places to start. Create enticing job ads to attract candidates. For inspiration or ready-to-use content, refer to the list of job descriptions available in the "Roles" section on the internal website—feel free to adapt or use them directly.

Point of Sale: Invest in visually attractive and compelling posters. Place these in your windows before the opening and inside the venue once operational. Remember your local customer base can be a goldmine for potential talent. You'll be able to create amazing visuals and personalized poster on our Canva, if you have any question about it just ask our marketing team.

Social Media: Use the existing channels like Facebook, Instagram, Tik Tok to post job openings. Crafting posts with a natural, conversational tone can make them more shareable, widening your reach.

Word of Mouth: Many times, the best hires come from referrals or by directly scouting talent. Visit well-run places similar to Woodcutter and scout for talent. The best workers often aren't looking for jobs—they're usually already employed.

2- How to Read a C.V.

Evaluating it carefully can help you sift through the stack of applications, pinpointing candidates who are most likely to excel in the job and fit into WoodCutter's culture. Reading a C.V. carefully is an investment in your recruitment process. Take the time to do it right.

Educational Background:

Look for relevant educational qualifications. Note any gaps in education, as you may want to ask about them later.

Work Experience:

Start from the most recent job and work your way backward. Look for job roles that are relevant to the position you're filling. Pay attention to job duration - frequent job-hopping might be a red flag.

Skills Section:

Identify skills that are both technical and soft (communication, teamwork, etc.) Look for skills that particularly match the job description.

Formatting and Grammar:

A well-formatted C.V. is easier to read and indicates a candidate's attention to detail. Spelling and grammar mistakes may indicate a lack of attention to detail.



Skim First, Dive Later:

Skim through the C.V. quickly at first to get a general impression, then go back for a more indepth read.

Highlight Keywords:

Mark skills or experiences that match the job description for easy reference later.

Take Notes:

Jot down questions you'd like to ask the candidate during the interview based on their C.V.

Don't Ignore Red Flags:

Gaps in employment, inconsistencies, or overused buzzwords should be questioned during the interview.

Look for Unique Qualities:

Sometimes the most valuable assets a candidate brings are not directly related to the job but could offer a unique perspective or skill set.

Utilize Scoring Systems:

Use a scoring system to rate C.V.s on various criteria like relevance, skills, experience, etc., to assist in making objective evaluations.

3- The First Call

Why Making The Call Matters

Ever tried to throw an axe without aiming first? Yeah, not the best idea. It's the same with recruitment. Making that initial call is our way of aiming before the throw. It helps us:

Gauge the Unexpected: Life at Woodcutter is full of energy and surprises. How a candidate reacts to unexpected calls and questions can give a glimpse into how they'll handle the vibrant unpredictability of our environment.

Stranger to Friend: At Woodcutter, every stranger is just a friend we haven't thrown an axe with yet. This call helps us see if the candidate can strike a warm rapport quickly and be at ease with new faces.

Voice Over Text: Resumes tell tales, but voices share stories. A call can often share more about a person's passion, energy, and fit than mere text.

Questions to Ask the Candidate

Here are a set of open questions to inspire you during that first call, don't hesitate to also ask more details on interesting things you saw on their resume.

"What made you leave your previous job, and what are you looking for in your next adventure with us?"



"How soon would you be available to embark on this Woodcutter journey if selected?" "Are there any commitments or situations that might affect your availability or work schedule?" "I noticed a gap in your employment history around [specific date/month/year]. Can you shed some light on that?"

"Your experience at [previous job/company] seems intriguing. How do you think it prepared you for a role at Woodcutter?"

"You mentioned [specific skill or achievement] on your resume. Can you share a story or instance where you utilized this effectively?"

"How familiar are you with the urban axe throwing community or industry?"

"Given your background in [specific field or job], how do you see that integrating into the world of urban axe throwing at Woodcutter?"

"Have you had any experience or training that isn't listed on your resume but you feel would be beneficial for this role?"

"How'd you first hear about Woodcutter and what made you want to join our adventure?" "Describe a time when you turned a challenging situation into an exciting experience." "Can you share a fun story where you turned a stranger into a friend?" "How do you handle unexpected situations or surprises at work?"

Evaluation Points during the Call

Green Flags:

Energetic Responses: Their voice should have a zest that aligns with Woodcutter's lively vibe. **Authentic Stories:** Genuine tales that resonate with our brand's ethos of adventure and community.

Eagerness to Engage: An interest in the conversation and a natural curiosity about Woodcutter.

Friendly & Approachable: A demeanor that feels inviting, making us want to invite them in turn.

Red Flags:

Unresponsiveness to Unexpected Questions: If they're flustered easily, they might struggle with Woodcutter's dynamic environment.

Disinterest or Apathy: A lack of enthusiasm or a passive approach can indicate they might not be the best fit for our energetic brand.

Over competitiveness: It's all fun and games till someone takes it too seriously. Remember, we love a sprinkle of competition, not a downpour.

Lack of Warmth: If building a rapport feels like trying to chop down an oak tree with a butter knife, they might not blend well with our community-focused atmosphere.

4- Set-up a first meeting

At Woodcutter, every chat is a gateway to adventure. After a fruitful call, we line up an inperson meeting and relay the specifics via email. This meeting isn't just a chat; we go beyond the usual with extra questions and assignments, inclusive of a personality test. This method reveals layers of an individual that routine queries might overlook. Below, you'll find the email template for your use.



MAIL TEMPLATE:

Hey [Candidate's Name], I really enjoyed our chat earlier. It's refreshing to connect with someone who seems to resonate with the Woodcutter spirit. Let's meet up and delve a bit deeper. Here are the details for our in-person catch-up:

Date: [Specify Date]
 Time: [Specify Time]
 Location: Woodcutter Urban Axe Throwing, [Address]

Before we meet, it would be great if you could take a quick personality test: https://www.16personalities.com/free-personality-test After the test, ponder on these questions. If you could share your thoughts three days before our meeting, that'd be fantastic: Remember, it's not about right or wrong—it's about the real you.

On a scale from 1-10, how well do you feel the test captures you?
 Which traits do you think are spot on? Any that feel off?
 List 3 strengths and 3 weaknesses from the test that you believe best describe you.
 Is there a particular strength or weakness not mentioned that you feel embodies you?

Looking forward to our next conversation and getting to know you better.

Best regards, [Your Name]

5- The first meeting

Conducting a successful interview, especially the first one, revolves around creating an atmosphere of mutual respect and understanding. From creating the right ambiance to asking those insightful questions, let's delve deep, ensuring we capture the essence of what makes someone a perfect fit for the Woodcutter family.

Setting the Stage:

Warm Welcome: Begin with a genuine smile and a firm handshake.

Environment: Ensure the setting is cozy and non-intimidating. Maybe even hold it in a more relaxed space of your Urban Axe Throwing venue, if possible.

Open with a Story: Briefly share a Woodcutter story or personal anecdote that illustrates the passion and community spirit of the place.

Set Expectations: Let them know the structure of the interview so they're not left guessing.



Key Insights to Gather and Questions to Ask:

Understanding Their Journey:

What's the story behind your journey to Woodcutter? What drew you to us?

Can you share a professional accomplishment that you're particularly proud of?

Passion and Motivation:

What gets your adrenaline pumping, both professionally and personally?

Describe a time when you took the initiative to start and complete a project or task.

Team Dynamics and Community:

Share an experience where you worked in a team. What was your role, and how did you ensure the team's success?

How do you handle feedback or criticism from colleagues or supervisors?

Cultural Fit and Adaptability:

How would you describe the ideal workplace culture for you?

Describe a time you had to adapt to a significant change at work. How did you navigate it? **Skills and Expertise:**

How do you see your skills complementing our Woodcutter team?

Can you give an example of a challenging situation where your skills made a difference? What's a fun or unusual skill you possess that most people don't know about?

Closing the Interview:

Their Turn: Always leave room for them to ask questions. Their questions can often provide insights into their priorities and interests.

Feedback Time: If appropriate and time allows, provide initial feedback. Let them know what impressed you or areas where they can elaborate more.

Next Steps: Clearly convey the next steps in the process so they're not left in the dark.

Thank Them: A genuine thank-you for their time and insights goes a long way in making them feel valued.

Remember, the goal of the first interview is not just to assess the candidate's fit for Woodcutter, but also to give them a genuine sense of what it's like to be a part of the Woodcutter family. The energy, authenticity, and passion you bring to the interview will set the tone for their potential journey with you.

6- Good Meeting Let's set up the 2nd Interview?

During this second interview, the objective is for the candidates to meet the Experience Architect and engage in more role-playing exercises as well as answer additional scenariobased questions. For this second meeting, we will expect them to be familiar with the safety brief and the coaching brief. Their preparation in these areas will also serve as an indicator of their motivation and commitment.



MAIL TEMPLATE :

Dear [Candidate's Name],

First and foremost, congratulations on successfully navigating your first rendezvous with WoodCutter! We were impressed by your passion and insights, and we are keen to continue the journey with you.

As the next step in our recruitment saga, we invite you to a second meeting to dive deeper into the role of the Experience Architect. This session will be with our Experience Architect, who oversees training and on-the-job monitoring. It's a prime opportunity to showcase your readiness and to get a taste of the adventures ahead.

Details of the Second Meeting:

Date: [Proposed Date] Time: [Proposed Time]

To Prepare for Our Second Meeting:

References: Please provide the contact details of at least two professional references. We'd love to hear more about your past endeavors. [Optional]

Homework

Safety Briefing: Familiarize yourself with the WoodCutter safety briefing (attached). During the interview, we'll engage in a role-play where you will conduct a mock safety briefing.

Coaching Brief: Dive into the attached coaching brief. Be prepared to discuss your insights and potential enhancements you'd bring to our coaching process.

Lastly, bring any questions you have! This meeting is as much about you getting to know WoodCutter as it is about us getting to know you.

Thank you for your dedication and enthusiasm. We look forward to embarking on this next chapter with you.

Best regards, [*Your Name*]

7-The 2nd meeting

1. Introduction (5 minutes)

Begin with a warm welcome and introduction. Briefly reiterate the objective of the second interview.

2. Discussion of the First Interview (5 minutes)

Reflect on the main takeaways from the first interview.



Offer some positive feedback to the candidate on their performance during the first round.

3. Role-play: Safety Briefing (15 minutes)

Ask the candidate to conduct a mock safety briefing, as if they're addressing a new group of participants.

This will test their preparation, understanding of safety protocols, and their ability to convey important information clearly and confidently.

4. Discussion on Coaching Brief (15 minutes)

Delve into the coaching brief and ask the candidat to brief you like you would be a client Gauge their understanding of coaching dynamics, especially in the context of axe throwing, which requires a balance of safety and fun.

5. Scenario-based Questions (10 minutes)

Present hypothetical scenarios to the candidate, such as:

<u>Bored Customer:</u> "A participant seems disinterested during the session. How would you reengage them?"

<u>Injury Response:</u> A participant accidentally nicks their finger with an axe during a session. They're in mild pain but mostly shocked and scared. How would you respond?

<u>Difficult Customer</u>: A customer is consistently throwing the axe in an unsafe manner despite repeated warnings and coaching. How would you handle the situation?

<u>Group Dynamics</u>: During a group event, you observe that one participant seems to be feeling left out and not enjoying the experience as much as the others. How would you ensure they have a positive experience?

<u>Equipment Malfunction</u>: A customer points out that one of the axes feels "off" – maybe a loose head or a chipped blade. How would you address this concern?

<u>Feedback Reception:</u> After a session, a customer approaches you with feedback that your coaching style didn't work for them. How would you respond?

Advanced Customer: A customer comes in boasting about their previous axe throwing experiences and how skilled they are. They request advanced tips and challenges. How would you cater to their needs while ensuring safety?

<u>First-time Nervous Thrower:</u> A participant is visibly nervous and hesitant about throwing an axe for the first time. How do you encourage and coach them?

<u>Cultural Sensitivity:</u> A group of tourists with limited English proficiency wants to participate. How would you ensure they understand safety protocols and have a good experience?



<u>Busy Hours</u>: On a particularly busy day, there's a backlog of groups waiting their turn. A group approaches you, frustrated about the wait time. How would you handle the situation?

These questions assess the candidate's problem-solving skills, adaptability, and interpersonal skills.

6. Candidate's Questions (15 minutes)

Offer the candidate an opportunity to ask any questions they may have about the role, the company, or the team.

Their questions can also provide insight into their priorities and what they value in a workplace.

7. Conclusion (5 minutes)

Thank the candidate for their time and effort.

Inform them about the next steps, whether it be further rounds, assessments, or when they can expect to hear back about the outcome.

8- How to handle the references (optional)

If the second interview was successful, before offering them a contract, we would like to contact their references and previous employer. This is to verify the information provided by the candidate, get insights into their work behavior and ethics, and ensure you're making a well-informed decision.

Here is a set oq questions to help you in that process.

"Can you confirm the employee's job title and dates of employment with your company?" "How would you describe the employee's day-to-day responsibilities and tasks?" "Did the employee consistently meet deadlines and achieve their work objectives?"

"Were there any specific projects or tasks where the employee excelled or faced challenges?"

"Can you provide feedback on the employee's ability to work independently and as part of a team?"

"Were there any areas where the employee may have needed additional support, training, or improvement?"

"Did the employee demonstrate strong communication skills, both written and verbal? How would you rate the employee's punctuality and attendance?"

"Were there any performance issues, and if so, could you provide details on how those issues were addressed?"

"Can you share any feedback on the employee's ability to adapt to changes or handle highpressure situations?"

"How would you describe the employee's relationship with colleagues, superiors, and clients, if applicable?"

"Were there any specific accomplishments or contributions the employee made during their time with your company?"



"Did the employee receive any disciplinary actions or warnings during their employment?" "Can you provide an overall assessment of the employee's performance and their potential for growth and improvement?"

"Is there anything else you believe would be important for us to know about the employee's time at your company?"

Remember, while references provide valuable insights, they are just one piece of the hiring puzzle. Always consider the entire candidate profile when making your decision.

9- Hiring

If a candidate has successfully navigated all the preceding steps, take a moment to ask yourself these final questions:

- 1. Would I consider this person as a potential roommate?
- 2. Would I invite him or her to a dinner with some of my friends?
- 3. Would they be someone I'd want on my team during a team-building activity?

If the answer is a resounding "yes" to these questions, and all the previous steps were successfully completed, congratulations! You've potentially found a great addition to the Woodcutter family!

10- Real Mail Examples

Congrats you've made it, we're hiring you.

Hello [Candidate's Name],

Hope you're doing great! I wanted to drop you a quick note to say how awesome it was meeting you during that hiring process. Your energy and enthusiasm really caught our attention!

So, I wanted to fill you in on all the cool details about the job we chatted about. Here's what's in store for you:

Working Hours: Our venue runs from 14.30h to 22h on weekdays, 10.45h to 23h on Saturdays, and 10.45h to 22h on Sundays. I always throw in an extra 30 minutes for opening and an hour for closing. And guess what?

Flexible Vibes: Life happens, and I totally get it. Feel free to let me know your schedule, but if you say you'll be there, a superhero-level effort to stick to the plan is all I'm looking for.

As for your training, we've got you covered. The training lasts for four days. And don't worry, we won't throw you into the Friday or Saturday frenzy – we want you to learn the ropes without the rush. Oh, and those training days? Yep, you'll be paid for them, just like regular days.



If any questions pop up or if you need more info, don't hesitate to hit me up. I'm here to help you out. So, what do you say? Ready to jump in and join the WoodCutter Family?

Can't wait to hear from you!

Catch you soon,

(Your name) WoodCutter Family 🔨

Sorry, we chose someone else

Hi [Candidate's Name],

Firstly, I want to express my appreciation for taking the time to interview with our team. It was a pleasure to speak with you and learn more about your skills and aspirations.

After careful consideration and thoughtful evaluation, we have made the difficult decision not to move forward with your application at this time. Please understand that this decision was not a reflection of your abilities or potential. On the contrary, we recognize your admirable qualities such as your desire to teach and help others, and your empathetic nature.

One of the key qualities we are currently seeking for our team is a natural inclination towards extroversion. While your skills and experience are undoubtedly commendable, it became apparent during the interview process that you lean more towards introversion by nature. We believe that our company's current needs and the dynamics of our team require individuals who thrive in more extroverted environments.

We encourage you to continue pursuing opportunities that allow you to utilize your exceptional qualities effectively. Your passion for teaching and helping others, coupled with your exceptional empathy, will undeniably be highly sought-after qualities in the right organization. Our decision should not discourage you but rather catalyze finding a company where you can truly flourish.

We sincerely appreciate your interest in joining our team, and we wish you every success in your future endeavours.

Thank you once again for your time and consideration. Warm regards,

(Your name) WoodCutter Family 🔨



Planning

Charting out the adventure ahead

Every shift at Woodcutter should feel like a well-orchestrated adventure. A stellar schedule ensures that every individual stands ready at the perfect spot, axe in hand, as the next adventure unfolds. Here are our golden rules to make this happen:

Vision & Timing: Always plan and share the schedule with the team at least 15 days in advance. A clearer vision of upcoming reservations means ample time for the team to prep for the adventure ahead.

Shift Overlaps: On days with multiple shifts, ensure team leaders have a one-hour overlap. Our student/mini-jobs crew should have seamless transitions without overlaps.

Staffing Precision: Strive for the right number of crew members - never too many. But during shift changes, it's all hands on deck for an hour, especially when team leaders switch.

Tuning into Customer Flow: For double shifts, aim to have crew transitions when customers are midway through their Woodcutter experience - it adds to the seamless magic!

Commitment of Fixed Staff: Our fixed staff, the backbone of our crew, should be present daily. And remember, weekends are bustling; ensure at least one shift each weekend.

Holiday Heads-Up: Fixed staff should present holiday requests 30 days in advance. Adventure needs planning, after all!

Opening & Closing Rituals: Beginnings and conclusions are sacred. Always have one Team Leader present for these rituals, and one or two crew members ensure the place is ready for action or rest.

Axe Master's Realm: An Axe Master can efficiently handle up to 3 to 4 lanes. But remember, the total headcount across these lanes shouldn't exceed 12 or 16. Big groups are usually easier to manage than multiple smaller groups.

Tailor to Reservations: Each reservation is unique. Tailor the schedule to these adventures, ensuring we're always ready.

Punctuality & Respect: Students should arrive 10 minutes early. For Belgium locations, if a Team Leader feels their presence isn't required, we send them home. If possible, we give them a heads-up 24 hours before, out of sheer respect.

In the heart of all this planning, always listen to the team. Their insights and needs shape how we bring the Woodcutter experience alive every single day.

To sum it up

Team leaders must ensure a minimum 15-minute overlap during shift transitions to facilitate effective coordination. Operational experience underscores the importance of addressing employee exhaustion caused by constant interaction during work hours, including supervision, communication, and coaching, especially after six hours of continuous duty.

Consequently, it is advisable to introduce a break after four hours and ideally grant a continuous six-hour work period (without break). It is worth nothing that many employees work at least eight hours, making it challenging to prescribe a universal guideline. Therefore, it is essential to present employees with several options, allowing them to select the most suitable approach in an ideal scenario (even though such perfection may be unattainable). We should consider this optimal scenario and determine the most suitable implementation.



As for temporary employees not holding leadership roles, punctuality during shift changes is critical, ensuring they are on-site at least 5-10 minutes before the beginning of their duties.

Additionally, it is crucial to differentiate between less busy and busy days. On days with lower activity, we can explore staggered start times for bookings to improve employee workload management. On busier days, the focus shifts to determining how many groups an employee can efficiently handle within a cycle, necessitating strategic replacements when required (rotation or floating). This approach allows employees to recharge and maintain peak performance when engaging with guests.

Above all, employee well-being remains the primary concern. When employees feel at ease and unburdened, it results in the highest service quality for visitors, leading to exceptional ratings, outstanding guest experiences, and increased referrals.

Understanding Local Labor Laws

When navigating the complexities of Labor laws such as legal working hours, rest periods, holidays, overtime... it's crucial to understand that these regulations can vary significantly from country to country. As a member of our global Woodcutter team, it's important to recognize that what applies in one location may not hold true in another.

Therefore, if you're unsure about the specific legal requirements pertaining to employment laws in your country, it's essential to seek clarity. The best course of action in such instances is to consult with your General Manager.

They possess the knowledge or have access to legal resources that can provide accurate and up-to-date information. Compliance with local labor laws is not just a legal obligation, but a commitment to ensuring a fair and safe working environment for everyone at Woodcutter. So, whenever in doubt, remember, your General Manager is there to guide you through these legal mazes, ensuring we operate not just effectively, but ethically and lawfully.

Guided Termination Procedures

Navigating the delicate process of employee termination requires a keen understanding of local employment laws, which can vary greatly from region to region. At Woodcutter, we prioritize fairness and transparency in all aspects of our operations, including the termination process. It's crucial to approach these situations with a thorough understanding of the legal framework in your specific location. If you're ever uncertain about the correct procedures, legal implications, or best practices for handling termination, your first step should be to consult with your General Manager. They are equipped with the knowledge, or have access to legal expertise, to ensure that any termination process is conducted ethically, respectfully, and in compliance with local employment laws. Remember, every decision we make reflects on the integrity of Woodcutter, and proper guidance is key to maintaining our commitment to our team and our values.



Sling

Sling is a scheduling platform that enables you to design, publish, and share rosters with your team. While mobile access is available for convenience, the tool is most efficient when used on a computer.

To set up your account, please reach out to your General Manager. For additional guidance, including tutorials and tips, visit the "Documentation \rightarrow Sling" section on the internal website.

A base template outlining a typical one-week schedule is also available in this section, providing a foundational reference for your location.



Google and Venue Business Hours

Managing the business hours of your venue is extremely important; if this information is not correct, some customers will get the wrong information regarding the business schedule. You should always have it updated so you can provide accurate information and so there's no misleading opening or closing hours of your venue.

To keep updating this, open Google Business and then click to update the information.



Be sure the information is always updated! This will assure no wrong information is passed on Online.

Using the Business Profile Manager, you can also see and reply to your guests' reviews, this will also give you an idea of what they are experiencing and how they feel at the end of their session.

Be sure you have the correct information on the Booking website. You can double check this by clicking Location \rightarrow Edit.



 Schedule
 Closed

 Monday
 14:30 - 22:00

 Vednesday
 14:30 - 22:00

 Vednesday
 14:30 - 22:00

 Thursday
 14:30 - 22:00

 Friday
 14:30 - 22:00

 Saturday
 14:30 - 22:00

 Saturday
 10:45 - 23:00

 Alleys
 9

Confirm that the information presented here is correct, especially the opening and closing time and lane number. This will be your regular business schedule and hours presented to your guests when they book Online.

And if you have special days to be open or closed, you can do it by clicking Special Days

Click Add New and select the location. Enter the correct information and save.

ocation		
None		
ocation status		
O Exceptionally open		
O Exceptionally closed		
tart	End (must be on the same day)	

This feature can only be used for **ONE day at the time**. It has to be used for punctual events where you're going to be open or closed **EXCEPTIONALLY**.



Violation of the Guidebook

It is the responsibility of each employee the awareness of policies and practices expressed in the Guidebook **WOODCUTTER GUIDEBOOK**.

Failure to observe the provisions of the Guidebook will result in a disciplinary penalty action corresponding to the severity and recurrence of the violation, always ensuring the full right of Defense and argumentation of the parties involved, without prejudice to the application of civil and criminal provisions.

In many cases, the violation of this code may constitute a violation of the law, by subjecting the Employee and the WoodCutter to civil or criminal penalties, fines or other sanctions. The omission before the knowledge of possible violations by third parties will be also considered unethical conduct, penalized with the same sanctions mentioned above.

Sanctions

In accordance with the procedure presented on this guide, the conducts that we consider disciplinary offenses for violation of the duty assigned to employees in their local venue service qualify as light, moderate or severe depending on their severity, the duty breached and weighting of their predictable consequences and impacts on the client company's Customers or WoodCutter.

The disciplinary sanctions applicable are:

- Oral Reprimand;
- Written Reprimand;
- Work suspension with loss of retribution;
- Just Cause Termination

The disciplinary measure to be applied in each case will be determined in an appropriate disciplinary process, depending on:

- The seriousness of the offense;
- The degree of culpability of the offender;
- The circumstances in which the offense occurred;
- The corresponding mitigations/aggravations;
- The consequences of the offense.

The disciplinary procedure and the application of disciplinary sanctions follow and respect the provisions in the labor legislation in force.

The disciplinary authority, including the power to initiate a disciplinary process or apply disciplinary sanctions in its scope, is exercised by the venue's management team or Woodcutter's management team, if that competence has been formally delegated to them. Below you can find the disciplinary layout with the penalties to be applied in accordance with the gravity and recurrence.



Disciplinary Process

1. Informal Discussion:

A Chief Coordinator may initiate an informal discussion with the employee to address minor issues and provide guidance for improvement.

2. Verbal Warning:

The first step in the formal disciplinary process is a verbal warning. This is a chance for the employee to understand the issue and make improvements.

3. Written Warning:

If the conduct issue persists, a written warning is issued. This outlines the problem, the expected changes, and the consequences if improvements are not made.

4. Final Written Warning:

For more serious or repeated offenses, a final written warning may be issued, specifying that further violations will lead to termination.

5. Termination:

In cases where conduct issues persist despite prior warnings, termination may be considered. This decision will be made in accordance with company policies and local labor laws.

Appeal Process:

If an employee wishes to appeal a disciplinary decision, they may follow the company's designated appeal process, which typically involves:

1. Submitting a written appeal explaining their perspective.

2. A review of the appeal by a designated authority or panel.

3. A final decision on the appeal and any necessary adjustments to the disciplinary action.

This process aims to ensure fairness and transparency in handling disciplinary matters.



Find here the grid:

Severity	Examples of Conduct Failures	Action 1	Action 2
Light	 Coming to work without proper uniform. Punctuality. Using the phone on the floor. Failing to come to work without justification (ponctual). Smoking in front of the venue. Repeated after work celebrations at the venue. 	- Verbal Warning	 Writting Warning if happens more than 2 times. If done more than 3 times, employee can be terminated with justification of non-compliance of work rules.
Severe	 Rudeness to guest Disclosure of confidential data Communication of information to competitors Fighting Cases of serious and deliberate negligence Theft Falsification of records Repeated unjustified absences Refusal to perform job duties as stated in the employment contract Destruction of company property Making offensive, degrading, or humiliating remarks towards another employee, hierarchy, management, or clienteleMisappropriation or consumption of company stocks (alcohol, beverages, etc.) Abandoning one's position and leaving without supervision: Clients Desk and cash register Employee in training Dishonesty Drug or alcohol use or possession before or during shift Insubordination Any other behaviour which violates the company's working rules. 	- Termination	- Termination

Find in ANNEXE 1 the report to fill in when these situations happen.



To-Do List

Having a good routine will help you manage your time and your teams time effectively. With time, you will find your own perfect pace, but for now, you can see an example of how things can be:

MONDAY - Check unavailabilities. Role day for every fixed employee - they will go through their tasks and you should be sure they're geeting done & Team Leaders Meeting.

TUESDAY - Accounting and weekly money count.

WEDNESDAY - Work day with the international team. Getting things done and decided internationally.

THURSDAY - Work day to plan the week ahead. Use this day to take care of your reports and keep everything up to date so the next week is smooth.

FRIDAY - day off or floor day. It's important to visit and be at the venue a lot so you can see and understand what your team needs. Being present is important, don't be afraid to pop-in!

SATURDAY - day off or floor day. Once more, be sure to be with your team! Giving an extra helping hand on the busiest days can go a long way.

SUNDAY - Drafting schedules for the week ahead and planning contracts for students. Use this day to plan your week ahead.

EXPERIENCE ARCHITECT - Assigned tasks:

- o Google reviews management
- Training students/mini-jobs and new-hires
- Tournament information (scores and post tournament on the booking system)
- Event management

FOOD AND BEVERAGES

- Stock count and register (weekly inventory)
- Bar cost analysis (understand profit and loss during that week)
- Maintenance of the stock (place orders)
- Bar organisation and maintenance

CRAFTSMAN

- o Security and target life
- Target maintenance
- o Axe making/fixing
- Venue maintenance (fix the lanes and everything else needed)
- Clean and organise the Workroom
- Make sure stock levels are up to date

EXECUTIVE

- Make all customer invoices to be sent out
- Follow up on customers pending requests if there are any
- o Send out customer invoices
- o Send out payment reminders to pending invoices
- $\circ\quad$ B2B find out possible partners and collaborate with them

STUDENTS/MINI-JOBS

- Floor work (Axe Mastering)
- o Repaint targets
- Restock drinks and snacks
- Workroom and Stock room organisation
- o Cleaning and venue appearance

How to plan the tasks

Talk with your team and understand what they need! Some weeks might be busier than others and this will affect how you can plan them.

Be sure to always give them at least one day to do their role tasks, it's important to give people enough time but its important to keep them active.

Manage their time around their best skills and what needs to get done. If needed, give them clear instructions with clear but fair deadlines.

Keep in touch with your team to understand if they need more or less time, if they want to have more responsibilities and if they want to continue doing their role. It's important to understand peoples needs but also peoples limits. Do not overburdened someone, always do your best to give them enough time to complete their tasks.

Find here an example:

Scenario: The Experience Architect had some pending tasks and some new tasks that had to be done. The Experience Architect, in this case, has at least one 8h shift per week to conclude their tasks. Remember that the Experience Architect should spend as much time on the floor as possible - this way, they can see their team members grow, understand what they're missing or what they're improving on.

A list of the tasks and deadline for the weeks to come:

- \circ Tournament training document > all that people need to know to do the tournament deadline 20th sept
- Update the students/mini-jobbers about painting of the targets message them and have them acknowledge it asap! yesterday and today people did crazy things when redoing the targets. some people don't even seem to know how to repaint them.
- Update and review if the people actually know how to organise and restock. if they don't know, then maybe plan the training differently, like have the people passing by the other departments and having them being coached by the manager of that department like bar, marketing, etc. this has to be done very much asap.
- Get the signatures for your book and have them on odoo deadline 25 sept
- Prepare the anniversary event a good outline of what you want to do by 22 sept we will then discuss what can or cannot be done.

Now, how do you plan things when there's nothing to do?

During our low season, sometimes it gets hard to have things to do. You will notice the bookings slowing down and that everyone is outside enjoying their free time. On these days, you still need to assure staff so that our customers have a great experience.

Find here tips you can use to keep your team active:

• Organize and clean Take the opportunity to tidy up your workspace, storage areas, or any common areas. A clean and organized venue creates a positive atmosphere.



- Update promotional materials Review and update brochures, flyers, or posters. Ensure that they reflect accurate information about upcoming events or attractions. Run your ideas by the Marketing team to assure you're going in the right path.
- Plan future events Use the downtime to brainstorm and plan upcoming events or special promotions. Research new entertainment acts, guest speakers, or themes to keep your venue fresh and exciting. Run your ideas by the Experience Architect to see if we can make it happen.
- Training and professional development Take the opportunity to improve your skills or learn something new. Look for new games, trickshots or new things you can learn.
- Enhance customer experience Review customer feedback or surveys to identify areas of improvement. Brainstorm and implement ideas to enhance the overall customer experience, such as adding new amenities or improving signage.
- Explore partnerships Research potential partnerships with local businesses or organizations. Identify opportunities for cross-promotion, joint events, or special discounts for customers. Run this by the Executive to assure we can make it happen with your help.
- Update social media and website Refresh your venue's social media accounts and website with new content, photos, or upcoming event announcements. Engage with followers, respond to messages, and interact with online communities. Be sure to pass it through the Marketing before posting anything.
- Conduct maintenance checks Perform routine maintenance checks on equipment, sound systems, lighting, or any technical aspects of the venue. Ensure everything is in good working condition.
- Engage with customers Take the time to interact with customers who are currently visiting the venue. Ask for feedback, provide recommendations, or simply strike up a friendly conversation to create a positive experience.

Remember, even during downtime, it's essential to stay proactive and productive. These activities can help you make the most of your time and contribute to the overall success of the entertainment venue.

Other tips:

Leave notes to your staff when posting their schedule. This way, when they are clocking in they will be able to see if they have any specific tasks they need to have done.



Performance Review

The WoodCutter Performance Review outlines the structure and principles for conducting effective performance reviews at various stages of employment.

1. Purpose and Objectives

This guide serves to facilitate a collaborative and supportive performance review process. Our objectives are to evaluate, understand individual concerns, and empower our staff to achieve their goals.

2. Review Timings

We conduct performance reviews at key intervals:

- 1 Month: Training and initial adjustment.
- 3 Months: Quick follow-up and Q&A.
- 6 Months: Evaluation and goal-setting.
- o 1 Year: Comprehensive evaluation, goal review, and progress assessment.
- Twice a year after 1 Year : Ongoing evaluation, goal reassessment, and progress monitoring.

3. Discussion Focus

During performance reviews, encourage open dialogue by discussing the following:

- Employee sentiments and job satisfaction.
- Challenges faced and areas requiring assistance.
- Employee's vision for their role and any personal goals.
- Collaboratively addressing doubts and challenges.

4. Empowerment and Trust

Emphasize that these reviews aim not only to evaluate but also to understand and support. Build trust by actively helping staff overcome obstacles and achieve their goals.

5. Development Opportunities

Highlight training and development opportunities. Encourage staff to invest in continuous learning to enhance their professional skills as an Axe Master or their dedicated role.

7. Recognition and Rewards

Acknowledge outstanding performance and the organization's commitment to recognizing and rewarding excellence.

8. Feedback Culture

Foster a culture of continuous feedback, encouraging you to communicate regularly with your staff. Recognize the value of constructive feedback in personal and professional growth.

You can find the document in ANNEXE 2 and also on our internal website in the Documentation section.





All the documents included in the annexes are also available on our internal website, under the documentation section.



Annex 1: Conduct Issue Report Form

Employee Information
Employee Name:
Employee Position:
Date of Incident:
Nature of the Conduct Issue:
Light
Severe

Description of the Incident:

Provide a detailed account of the conduct issue, including any relevant facts, statements, or evidence.

4c	tions Taken:
	Verbal Warning
	Written Warning (First)
	Written Warning (Second)
	Final Written Warning
	Termination

Details of Verbal Warning (if applicable): Date and time of the conversation:

Key points discusse



Employee's response

Details of Written Warning(s) (if applicable) Date of the written warning(s): Specific details of the warning(s):

Employee acknowledgement Signature:

Employee Response:

Include any statements or actions from the employee regarding the conduct issue:

Next Steps:

Outline any additional actions or steps to be taken, such as follow-up meetings, performance improvement plans, or additional monitoring.



Chief Coordinator Recommendation:

No further action required Continued monitoring and coaching Performance improvement plan Termination

Attachments: Attach any relevant documents, emails, or evidence related to the conduct issue

Manager'sComments/Notes:

Include any additional comments or notes that may be relevant to the situation.

Follow-Up:

Outline any follow-up actions needed, including future meetings or reviews of the employee's progress.

Chief Coordinator's Name Date Signature:



Annex 2: WoodCutter Performance Review

Employee's Name:

Evaluation Date:

Introduction

This performance review is designed to assess the job performance of the above-named employee. The feedback and ratings provided will be instrumental in recognizing achievements, identifying areas for improvement, and fostering professional growth. Please complete the self-evaluation section to provide your insights on your performance.

Performance Factors

Please rate each factor on a scale of 1-5, where 1 represents "Needs Improvement" and 5 represents "Outstanding."

Employee Self-Evaluation

Please take a moment to reflect on your performance and provide your own assessment for each performance factor. Include any additional comments you would like to share.

1. Quality of Work:

Measure the accuracy, attention to detail, and effectiveness of your work. **Rating:** [1-5] _____

2. Quantity of Work:

Measure the productivity and efficiency in completing tasks within given timeframes. **Rating:** [1-5] _____

3. Knowledge of Job:

Measure your understanding of job duties and the ability to perform them effectively. **Rating:** [1-5] _____

4. Dependability:

Measure your reliability and consistency in following instructions and fulfilling responsibilities. **Rating:** [1-5] _____

5. Initiative:

Measure your proactiveness, creativity, and ability to take on new responsibilities. **Rating:** [1-5] _____

6. Judgment:

Measure your decision-making skills and ability to make sound and intelligent choices. Rating: [1-5] _____



7. Attitude:

Measure your willingness to collaborate, work well with others, and display a positive demeanor. Rating: [1-5] _____

8. Attendance:

Measure your punctuality, consistency, and preparedness for work. Rating: [1-5] _____

9. Safety:

Measure your adherence to safety protocols and your commitment to maintaining a safe work environment. Rating: [1-5]

Comments:

Chief Coordinator Evaluation

1. Quality of Work:

Measures the accuracy, attention to detail, and effectiveness of the employee's work. **Rating:** [1-5] _____

2. Quantity of Work:

Measures the productivity and efficiency in completing tasks within given timeframes. **Rating:** [1-5] _____

3. Knowledge of Job:

Measures the employee's understanding of job duties and the ability to perform them effectively.

Rating: [1-5] _____



4. Dependability:

Measures the employee's reliability and consistency in following instructions and fulfilling responsibilities.

Rating: [1-5] _____

5. Initiative:

Measures the employee's proactiveness, creativity, and ability to take on new responsibilities. **Rating:** [1-5] _____

6. Judgment:

Measures the employee's decision-making skills and ability to make sound and intelligent choices.

Rating: [1-5] _____

7. Attitude:

Measures the employee's willingness to collaborate, work well with others, and display a positive demeanor.

Rating: [1-5] _____

8. Attendance:

Measures the employee's punctuality, consistency, and preparedness for work. **Rating: [1-5]**

9. Safety:

Measures the employee's adherence to safety protocols and their commitment to maintaining a safe work environment. Rating: [1-5] _____

Chief Coordinator Comments

Please provide specific feedback for each performance factor and offer suggestions for improvement. Also, include any additional comments or observations.

Performance Goals

Discuss performance goals for the upcoming period and outline areas of focus and development opportunities.



Feedback and Development Plans

Based on the evaluation, provide constructive feedback and identify any training or development plans to enhance performance.

Overall Comments

Use this space to add any other relevant comments, achievements, or challenges that were not covered in the performance factors.

Employee's Name Signature Chief Coordinator's Name Signature

Date: _____

Date: _____

