

THRESHOLD SPORTS / OPERATING STANDARDS



Why have an Operating Standard?

- ▶ As we grow so too does our supplier, freelancer and crew roster
- ▶ You are an integral and equal member of the Threshold family to us, our clients and our participants
- ▶ We want to be the slickest Ops team out there - not 'good' or 'up there'. **THE** best
- ▶ Consistency across our events is critical to success and repeat business





CUSTOMER
IS
KING

MISS

MOM

OUR PHILOSOPHY

Our events belong to our clients

- ▶ Our events would not happen without them
- ▶ Our jobs exist because of their investment
- ▶ Participants are often our future sponsors
- ▶ Our clients think we can still improve so we must



DO'S

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

DON'TS

LIVE EVENT - DO'S

Be a team player

- ▶ Maintain a **positive** attitude and be:
 - ▶ On time (if not a little early)
 - ▶ Flexible
 - ▶ Willing
 - ▶ Robust
 - ▶ Happy to be there



Muck in regardless of specified role

- ▶ It's everyone's responsibility to
 - ▶ Empty bins
 - ▶ Clear tables
 - ▶ Keep desks neat, tidy (front and behind)
 - ▶ Replace loo roles if empty
 - ▶ Pick up litter around site
 - ▶ Clear our vans and cars (and wash if really filthy)



Welcome and talk to our guests

- ▶ Stand tall
- ▶ Look up
- ▶ Make eye contact
- ▶ Say hi as you walk around site



Go the extra mile

- ▶ Think 5 star service *****
- ▶ Help with timings of the day
- ▶ Carry bags
- ▶ Fill water bottles
- ▶ Rack a bike
- ▶ Walk them towards amenities



Stand up to deal with people

- ▶ Get up and look ready to help
- ▶ Come off your radio (say you are off comms first)
- ▶ Use people's names where possible
- ▶ Stay off your phone or excuse yourself from customer facing position if a call comes in



Keep people informed

- ▶ In times of uncertainty (route changes, weather, accidents) - don't shy away from questions
- ▶ Saying there are no further updates is better than no information at all



Look out for those in need (inc. crew mates)

- ▶ Emotions run high - people will be:
 - ▶ Nervous, overwhelmed, frustrated, sore, tired, tearful, defeated, relieved, jubilant, on cloud nine - you name it!
- ▶ Put yourself in their shoes and try to support them
- ▶ A hug / a brew can work wonders!



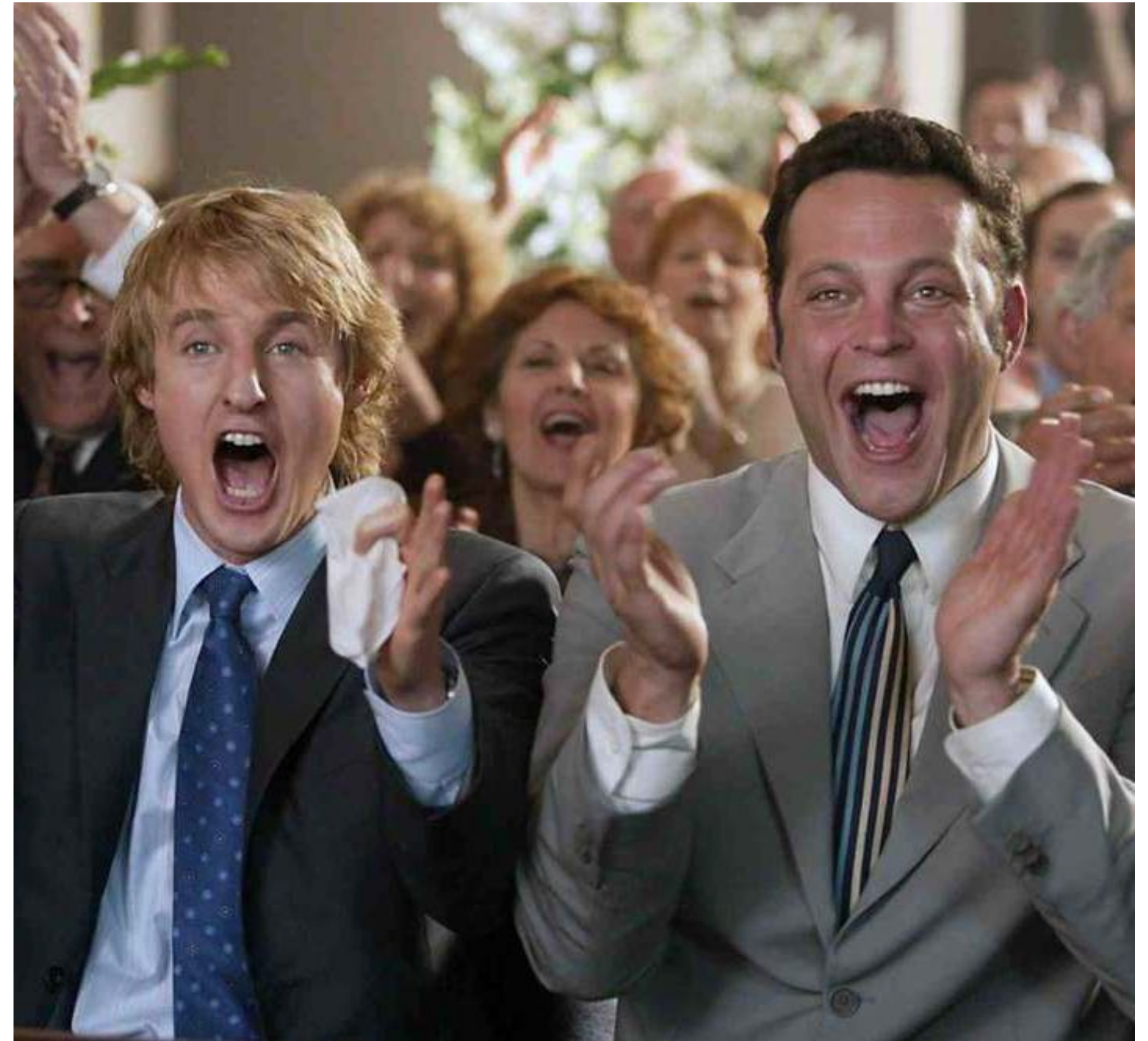
Relieve a queue with some friendly banter

- ▶ Take their mind off the queue
- ▶ Ask them how their day was
- ▶ Help co-ordinate the queues more efficiently



Respect the experience of every participant

- ▶ MORE IS IN YOU welcomes everybody - the last participant in is as important as the first
- ▶ Give everyone a champions welcome at every stage
- ▶ Present everyone with a medal at the finish
- ▶ Pack down must wait until the final person is clearly out of sight
- ▶ If less busy ALWAYS default to the finish line to clap and cheer



Branding and Activation set up / breakdown

- ▶ Prioritise sponsor kit to be ready on time
- ▶ Ensure symmetry
- ▶ Cut tails off cable ties
- ▶ Prep outstanding kit out of sight
- ▶ Keep packaging, bags, spare/broken parts together and clearly label



DO'S

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

DON'T'S

LIVE EVENT - DON'T'S

Never throw your colleagues under the bus

- ▶ We are one team
- ▶ If someone drops a ball we share the blame
- ▶ Take responsibility and fix it
- ▶ Do not share colleagues or supplier details without express permission



Don't say 'no' as your first answer

- ▶ Check what flex we have if unsure
- ▶ VIPs may be accommodated differently to general participants



No grumpiness



MORE IS IN YOU™

No swearing!



No loud radios - be discrete



MORE IS IN YOU™

No shouting across site - walk over or radio



MORE IS IN YOU™

Don't run around site, it causes alarm



MORE IS IN YOU™

Don't eat with your hi-viz on



MORE IS IN YOU™

Don't leave kit bags in public facing areas



Don't come on shift looking haggard - you're still at work



MORE IS IN YOU™

Don't bitch or moan - save it for home



MORE IS IN YOU™

Don't just walk off if you're bored



MORE IS IN YOU™

No boozing on the job / in client sight



No drugs, even if offered by client



MORE IS IN YOU™

No visible smoking



No unprofessional 'customer services'



MORE IS IN YOU™

Don't ask to go home early



MORE IS IN YOU™

Don't get too smashed at crew drinks

