

# Tome on the Range

## Core Beliefs

### We believe...

#### **...in the transformative power of reading.**

From easing the quotidian to enhancing the unique, the ability to read is essential to quality of life. When these skills are combined with a love of reading, one's capacity to experience and understand our world is limitless.

#### **...that a literate community is a vibrant community.**

The health and welfare of a community are shaped by the quality of its public discourse which is directly related to the ability of its populace to clarify, understand, and resolve the issues facing the community.

#### **...in the role of the independent bookstore in creating and nurturing a sense of community.**

Though the marketplace of ideas is no longer tethered to the bricks and mortar bookstore or library, a community's independent bookstore often serves as a gathering place for the exchange of ideas. The unique character of every indie bookstore is shaped by its ownership and its community, and is a function of the intellectual growth both experience through interaction with the other.

#### **...that bookselling is a worthy and honorable profession.**

How better to spend one's day than in facilitating the sharing of knowledge, the exchange of ideas, the hunt for the new or beloved book, among like-minded (that is, curious and thinking) people.

#### **...that independent businesses are critical to the economic viability and unique character of where we call home.**

Locally-owned, independent businesses have a commitment to their community that transcends profit. Their presence and success suggest that small businesses offer both a career path for local entrepreneurs and a way to maintain the cultural fabric of a community. The proximity of the decision-makers to their customers ensures that the goods and services offered are reflective of what the community wants and not the cookie-cutter blandness of national chains. We should patronize them whenever possible.

**...that pleasing our customers is our first priority, closely followed by pleasing our boss.**

This is actually one and the same. The customer is our boss, pays our salaries, and is the reason we are here. If our customer is unhappy, then our (other) boss is unhappy and that means we have fallen short of everyone's expectations.

**...in our mission to find the perfect book for everyone who's come here looking, whether for themselves or another.**

Everyone who enters Tome on the Range does so with the expectation of leaving with something. Whether or not the book is on our shelves, we will make the utmost effort to make the right match between book and customer.

**...in excellence, both professional and personal, and strive to attain it in our service, selection, reliability, and accountability.**

Striving to be the best at what we do means we reflect on how we do it and design and implement ways to improve our performance and our systems. We want to exceed our customers' expectations of exceptional service; we want to surprise and excite them with our selection; we want to honor our commitments, and we want to accept responsibility for our actions and decisions.

**...that a well-trained, well-informed staff promotes professional development and success, and personal satisfaction and confidence.**

Teaching and learning the skills necessary for competent job performance and communicating and understanding performance expectations are fundamental to both the success of the business and the staff. True professional growth, however, results from exceeding basic competencies and acquiring knowledge of the industry and applying that knowledge to the specifics of one's job. As our expertise grows, so does our satisfaction with and confidence in both a job well-done, and our own abilities.

**...that a well-organized, user-friendly workplace leads to improved staff efficiency and increased customer satisfaction.**

Disorganization breeds inefficiency and creates confusion, frustration, lost sales, waste, and shrink, all of which directly impact Tome's profitability. Well-ordered work spaces allow staff to perform tasks efficiently and pinch-hit in the absence of others. A sensibly organized sales floor allows for enhanced customer browsing and ease of staff stocking.

**...in the confidentiality of all personal and business information that has been shared with us.**

The sharing of proprietary information is an important component of conducting business. All information, personal or business, imparted by customers, management or colleagues or gleaned from daily operations is confidential and is not to be shared or discussed outside of Tome on the Range.

**...that every staff member contributes to the success of Tome on the Range.**

Every staff member brings unique talents to Tome. We can and should learn from each other. Our differences in age, gender, reading genres, geographic origins, and world views allow us to reinforce each other's strengths and offset the weaknesses. In addition, each staff member through his/her performance and commitment impacts Tome's profitability and viability. It is only with the assistance of staff that ownership's vision for Tome is made a reality.

**...that mutual respect is key to a productive working environment.**

Respect for one's colleagues encourages cooperation, mitigates conflict, and promotes teamwork. Without it deadlines are missed, time is wasted, morale is destroyed, customers suffer, and business declines.

**...in fun and hard work.**

Yin and yang, black and white, hot and cold. Each loses meaning without the other. The combination of labor and play leads to a balanced and enjoyable life. While we expect to be focused and work hard at our jobs, we also expect to enjoy a congenial and relaxed workplace.

**...in saying thank-you.**

For loyal patronage, for a job well-done, for timely and complete deliveries, for glitches solved, for problems anticipated: to our customers, colleagues, vendors, and support services we acknowledge their contributions to our business and know we could not succeed without them.