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Kevin Johnson

CEO, Starbucks
3324 S Rangeline Rd
Joplin, Mo 64804
Dear Mr. Johnson,

My name is Faith and I am a student in College here in Missouri. For one of my classes this semester, we were asked to pick a company that is worthy of praise. I could not think of a better company than Starbucks and seeing how you are the CEO, I wanted to send my thanks to you directly.

After researching, I was able to see just how amazing your hiring practices are. Specifically, I find it praiseworthy that they include people of all different sexualities and genders. While many companies may turn people away for differences, you all at Starbucks do so well to instead embrace them.

There are three main ways I have noticed you to be nondiscriminatory and thus worthy of praise. The first way is that you hire people in the LGBTQ+ community instead of only straight applicants. Another way is that you do not discriminate against women because of their gender. A third way I found your company to be nondiscriminatory is that you hire women with children- while many other companies would turn them away quickly and see them as a liability. In addition to being worthy of praise for having equal hiring practices in regards to gender and sexuality, I also found it compelling that you hire regardless of disabilities or if an applicant is a minority. I really loved how you highlight these aspects in your commercials and have so many benefits to take care of your employees.

While your company is very much worthy of praise, I couldn't help but notice how much backlash you seem to deal with in regards to the prices of your drinks. I would like to offer a suggestion on how to eliminate this and bring more profit and employees. I believe that if you were to make more commercials that show how these extra cents people pay for a cup of coffee actually impact your employees, it would really make an impact. You could include a pathos appeal and show how this extra cost let a single mother get her child a gift for Christmas or how a young man was able to go to College debt free. The possibilities are endless.

Once again, thank you for everything you do. If you take one thing away from this letter, I hope it is that we do notice your efforts and we appreciate all you do for making Starbucks a safe place for people of all different sexualities, genders, and backgrounds. I hope you will take my recommendation into consideration for future growth of your company.

Sincerely,

Faith Barkley