Our LEADERSHIP Mix

INSPIRE CUSTOMER WONDER
We know that our customers are the lifeblood of our business. We aspire to create experiences that inspire joy and wonder. Customers crave WOW.

RESPECT ALL OPINIONS
We believe asking for help is viewed as a strength, and we respectfully disagree without worrying about group cohesion or consequence. Build trust and ask the world of each other.

LOVE YOUR COMMUNITY
We are proud to be connected to Krispy Kreme and its ability to bring joy to communities across the globe. Bring your heart and be sweet.

APPRECIATE OUR DIFFERENCES
We treat everyone with fairness, dignity, and respect. Our people should be as unique as our assorted dozen. Everyone at Krispy Kreme is an Original.

BEHAVE LIKE A START-UP
We see business as an adventure that is always evolving and disrupting, as Vernon demonstrated when he created a hole in the wall. Take smart risks and unlock new opportunities.

THINK AND ACT LIKE AN OWNER
We achieve short-term results without compromising long-term objectives. No one cares more than the boss, who happens to be you. Solve for now and plan for tomorrow.

OWN THE OUTCOMES
We expect to be on top and learn to focus on solutions, not on problems. Just do what you say.

DELIVER KUDOS FOR POSITIVE CHANGE
We believe in the power of recognition. Our people are the company’s most vital resource, and we love to be celebrated for who we are and what we do. Recognition feeds the soul.

CREATE YOUR PATH
We formalize both short and long-term dreams and goals and follow through by doing the hard work to make them happen. Be bold and make your own destiny.

GROW OUR PEEPS
We learn by doing, sharing our learned experiences with others. Learn and teach something every day.

MASTER YOUR CRAFT
We are at our best when we continuously seek to improve ourselves and explore paths that broaden our learning. Awesomeness is not an act but a habit.

DON’T TAKE YOURSELF TOO SERIOUSLY
We create environments where fun and silly coexist with uncompromised quality and safety. Titles don’t matter nearly as much as awesome sweet treats do.