**A Day in the Life of a Whole Foods Market Team Member**

**Stakeholders, primary stakeholders, stakeholder orientation, employees**

Description: In this short video, Whole Foods shares what it is like to be a part-time team member at Whole Foods Market. The video features one part-time team member’s experience as a cashier. She discusses the benefits of working for Whole Foods and why it is a good fit for her.

*Use with:* <https://www.youtube.com/watch?v=CNmoUoBjk9s>

1. Is the cashier in the video a primary stakeholder or a secondary stakeholder? Explain.
2. Explain how a stakeholder orientation can benefit a firm and its stakeholders.
3. There are short- and long-term outcomes associated with positive stakeholder relationships. Describe how this video gives Whole Foods a positive reputation.
4. Whole Foods Market dropped off of Fortune’s The 100 Best Companies to Work For list after 20 years of being included. Do you think accurate reputation measures are important? Why or why not?