

RMM CORE + ADVANCED

Your district and regional managers need an increasingly sophisticated level of skills, strategies, and tools to drive business results. **Retail Multiunit Management** is a comprehensive blended learning solution addressing the critical issues and leadership behaviors that get to the core of what impacts the business.

RMM combines technology-based microlearning and online skill-building with interactive, real-life, scenario-based modules to:

- Jumpstart development and insight-building prior to classroom training
- Engage busy retail leaders
- Ensure long-term retention and application

This personalized, performance-based approach to learning is optimized for the realities of the modern retail environment and designed to deliver direct and measurable business impact.



Cost: \$950 per participant
Includes facilitation, DiSC® and 90-day post-training microlearning

DAY ONE

- **The Four Achievement Cycle Factors:** Use Goals, Insights, Skills, and Action to move from average to excellent.
- **Flexing Leadership Roles:** Adapt four leadership and motivational approaches to a wide range of team needs.
- **My Plan for Results:** A prioritizing tool to help DMs focus on what matters most over an entire year.
- **Everything DiSC® Report Review:** Refine individual communication effectiveness strategies throughout the session.
- **Master the Four Critical Communication Skills,** regardless of style.
- **Motivate Managers with Below-Standard Performance:** Practice skills, strategies, and feedback using real in-store problems, while applying Everything DiSC® style insights and communication skills.

DAY TWO

- **Coaching Coaches (even by phone):** Learn, build, and practice coaching skills and strategies to strengthen others' leadership.
- **Maximizing Store Visits:** Explore challenges of managing at a distance and how technology can help. Define what to do before, during, and after store visits to ensure priorities are understood. Rehearse/get feedback in practice sessions using video scenarios.

Core



BEFORE THE WORKSHOP

Everything DiSC® Online Survey: Foundation for learning, application, and change. 15-minute online survey providing powerful insights about how managers communicate and connect with others.

Communication Skills Microlearning Prework with Level 1 Questions: Four core communication skills applied to all modes DMs use.

AFTER THE WORKSHOP

Microlearning: 90-day mobile-based app with gamification and competitive leader board to maximize on-the-job application and retention.

Store Visit Effectiveness Survey: Connect new skills to improved staff effectiveness and satisfaction to measure training ROI and results.





Cost: \$275/per module or \$450 for two, plus \$3,500 per day facilitation
Includes custom live model scripts, pre-engagement, and 90 days post-training microlearning reinforcement

MODULES



Leading Change

DMs are often the lead communicator on company initiatives, but not every one of their store managers or other field leaders are immediately on board.

Participants learn how to search out levels of commitment and devise communication strategies for getting everyone on board with the change.



Turning Feedback into Change

Retailers use a variety of generic or custom tools to provide 360° feedback and/or gauge customer satisfaction.

Participants learn how to best share that feedback with their team in a productive way while enabling them to leverage whatever the feedback is in the most positive approach. *Use MOHR Retail's Store Visit Effectiveness Survey or your existing tools.*



Influencing for Results

DMs often have to work with and persuade third party and/or HQ representatives to adjust priorities or support them in the field.

Participants learn an effective strategy for building trust and influencing others.



Communicating for Success

Today's leaders must develop skills to enhance their competence and credibility across their companywide relationships.

Participants explore what it takes to be a leader and demonstrate leadership presence, and how to build credibility and a reputation as a leader across the organization.



Peer Ideation

DMs frequently struggle with operational and marketing issues that have little to do with leadership.

DMs receive structured feedback and participate in idea-building with peers who may be able to come up with solutions to the DM's business challenge that they haven't thought of or that worked for others in similar situations.

Advanced



Each Advanced topic is facilitated in a half-day instructor-led session. Two modules can be combined for a full-day session. Our consultants will work with you to determine the order of delivery based on your participants' learning needs and desired business outcomes.

Contact us to learn more:

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