



Role of the Leader (RotL): This half-day, classroom module sets the *Foundation* with core retail leadership research and concepts essential for effective support leadership. This was designed exclusively for those in Home Office and DC areas that support the stores. Everyone's personal *Style* has both communication strengths and limitations. Supervisors attending SSL take an online style survey and learn how to use a set of four communication *Skills* that help flex their style to maximize communication across all company departments. After taking this module, participants apply what they learned to a range of performance modules listed below. Each of these modules has a unique discussion strategy and either live or video retail models that demonstrate effective use of both skills and leadership strategies to achieve goals while strengthening relationships.

● **Setting Performance Expectations (sPE)**

The best retail teams understand their roles and are accountable for their results. Managers use this strategy to focus on the individual performer and their performance standards. Managers also better understand the support they must provide for the employee to be successful. Typically, this strategy is used with new employees or newly promoted employees.



● **Delegating to Develop (DtD)**

This module teaches supervisors and buyers how to grow their team by strategically thinking about assigning projects that will stretch their skill and give them added authority to make better decisions. It includes how to assess readiness for a project, evaluate what level of authority is appropriate and needed, and has a video model demonstrating how to best delegate to develop. Participants select real-life situations to rehearse during the session.

● **Coaching in Real-Time (Crt)**

Leaders in Home Office and DC areas can't always observe their teams in action and still need to develop them. This module teaches leaders how to read cues and coach in real-time as moments occur. Participants learn a 4-step strategy for quick, powerful coaching conversations that achieve results while strengthening relationships. As usual, practice during the session increases the likelihood the approach is used back on the job.



● **Improving Below-Standard Performance (iBP)**

Giving constructive feedback is often avoided. This module builds manager confidence by teaching a strategy for having frequent, smaller conversations when they first see/hear performance that is below-standard. Participants debrief a retail support video model and then spend the majority of time practicing with their own real-life scenarios.

● **Influencing Internal Partners (iiP)**

Leaders working in home office or DC have to influence their peers and partners to take a different approach or flex a policy to get things done. This module focuses on how to see others as specialists who have knowledge that can help you achieve your goals. The skills and discussion strategy are modeled in a video where the leader finds common ground, presents innovative ideas persuasively and gets commitment to move forward. Participants practice and get feedback as they rehearse real-life scenarios.



● **Communicating for Success (Cfs)**

This sophisticated module has a core objective of helping leaders build competence and credibility across company-wide relationships. It examines the full range of office interactions involving merchant and support leaders. Specific strategies and guideposts are taught for meetings where you own the agenda and those you don't. It teaches a mindset of leadership presence regardless of why you're interacting and focuses on how to add value and strengthen your relationships in all interactions.

Managing a retail store location today has become more challenging and complex than ever. Working with payroll constraints, completing multiple merchandising and operational tasks, meeting rising customer expectations, and doing it all with limited staff and time are just part of a retail store manager's day.

Role of the Leader (RotL) includes:



- Key business **Foundation** goals and planning
- Leadership **Style** analysis (online DiSC profile)
- Core **Communication** Skills

Half-day leadership topics they need to know:



Setting Performance Expectations (sPE)



Delegating to Develop (Dtd)



Coaching in Real Time (CrT)



Improving Below Standard Performance (iBP)



Influencing Internal Partners (iiP)



Communicating for Success (Cfs)



Select the modules your Store Management Team needs most. *Role of the Leader* is \$125 and each performance module, including SSL+ training modules and reinforcement questions, is \$85/person.

You may choose to have either MOHR Retail consultants facilitate the classroom session(s) or up to six of your own in-house trainers.

SSL Trainer Certification cost is \$16,000 for all six and includes detailed Trainer's Guides, DVD of all video models, and professional Wall Charts.

If you would like **MOHR Retail** to facilitate the session the cost is \$3,500 per day plus materials and travel.



Click on our website www.mohrretail.com for more detailed agendas and information

Call us directly at (201) 444-4100 or email us for an outline at info@mohrretail.com