

RSL

A Single Manager Can Change An Entire Store



From technology to the economy to public health crises, there are plenty of factors outside the control of today's retail store managers. The one thing they can influence? People.

Retail Store Leadership (RSL) develops the interpersonal skills retail managers need to create connections, coach, and retain associates who consistently deliver exceptional performance and memorable customer experiences. By learning practical techniques drawn from our national retail research, your store managers, assistants, and leads will be able to apply proven strategies to keep their teams engaged, inspired, and productive no matter what challenges or surprises may come their way.

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

- Jumpstart skill- and insight-building prior to classroom or virtual training
- Provide targeted sessions that build organizational and leadership skills
- 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: \$125
Includes virtual or onsite classroom facilitation, DiSC®, and 90-day post-training microlearning

FOUNDATIONS: ROLE OF THE LEADER

Successful retail managers use a combination of skills, knowledge, and intuition. This module forms the foundation for all future modules, creating insights into the manager's true role. Participants:

- Build awareness of their role as a leader
- Understand their own personality style and it impacts their results, through the DiSC® online profile
- Learn and apply a core group of *Communication Skills* that generate team accountability and commitment
- Build planning and prioritizing skills with a *Store Team Assessment* tool, which assesses their store and business goals and documents priorities

After completing this module, participants apply what they've learned to a range of performance modules detailed on the following page. Each of these modules has unique discussion strategies and either live or video retail models that demonstrate effective use of skills and leadership strategies to achieve goals while strengthening relationships.

BEFORE THE FACILITATED TRAINING EXPERIENCE

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 retail store leaders use.

AFTER THE FACILITATED TRAINING EXPERIENCE

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



Prerequisite Training:
RSL Role of the Leader

APPLICATIONS: PERFORMANCE SITUATIONS

Cost: \$85/person per module
Includes pre-engagement and 90 days post-training microlearning reinforcement

**Setting Performance Expectations**

The best retail teams understand their roles and are accountable for results. In this module, managers learn, practice, and apply a strategy for discussing performance standards, goals, and other expectations with associates.

**Improving Below-Standard Performance**

Most employees want to do well, and managers should be comfortable providing corrective feedback while holding them accountable. This strategy provides a roadmap for having a tough conversation, but one that engages the employee in solving the problem themselves.

**Effective Floor Supervision — Coaching in Real-Time**

Managers have to be aware of what's happening in the retail floor but avoid getting distracted by a single issue. This strategy provides a structured process for floor observation and coaching in real-time. Participants follow a set of Floor Supervision Guideposts to maintain awareness of the entire store and direct their actions appropriately. They learn to recognize and respond to critical cues, use a skills inventory to assess coaching opportunities for each associate, and practice coaching in real-time using a proven strategy to maximize their time.

**Delegating to Develop**

Supervisors can grow their team by strategically assigning projects that stretch their skills and giving them added authority to make better decisions. Participants learn how to assess readiness and evaluate authority levels, selecting real-life situations to practice during the session. Includes a video model.

**Getting Commitment to New Initiatives**

Many initiatives that managers have to communicate come from the DM, corporate, or others outside the store. Participants learn to communicate a priority or expectation and ensure associates commit to fully supporting and achieving its goals. They learn strategies for communicating one-on-one and in group meetings, applying the Communication Skills to create a motivated, dedicated team.

**Resolving Team Conflicts**

Managers often avoid conflict, but they need to be comfortable resolving disagreements between team members to get business back on track. This strategy helps managers become skillful at uncovering issues, listening to both sides, and building a solution both sides own, can commit to, and will be accountable for.

**Professional Sales Coaching**

This module equips managers to create a proactive selling environment that encourages goal achievement. They build skills to motivate and build their salespeople's confidence and commitment to goals and learn how to identify challenging areas before failure occurs.

Each performance situation module is facilitated in a 3 ½-hour virtual or onsite instructor-led classroom workshop.

ADDITIONAL SERVICES**RSL Train-the-Trainer**

(virtual and/or onsite classroom delivery): Available for companies with 150+ participants

RSL Senior Leader Executive Overview

(\$3,500): 3 ½-hour virtual or onsite delivery, includes DiSC® profile, pre-work, and 90-day online reinforcement for up to 15 senior leaders.

RSL Public Workshops:

Visit our website to view the schedule of upcoming public workshops. Public workshops are offered in virtual and in-person classroom formats.

One-on-one executive coaching is also available via our national network of professional leadership coaches.

Contact us to learn more:

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