

# vRML

- Scenario-based, facilitator-led virtual training sessions
- Technology-based microlearning
- Online skill-building

The dramatic disruption in retail has created new complexities and pressures, and new opportunities as well. Now more than ever, your district and regional leaders need to be more skillful and strategic to meet today's demands and build a culture that prioritizes trust, resilience, inclusivity, and safety.

**Virtual Retail Multiunit Leadership (vRML)** addresses the pivotal issues and leadership behaviors that get to the core of retail results. Grounded in national retail research, vRML includes fresh insights and critical success attributes from major retailers at the forefront of navigating this environment of ongoing change and uncertainty.

## Five half-day sessions:

### SESSION 1: Role of the Leader

- Leverage Four Achievement Cycle Factors to move from average to excellent.
- Adapt leadership and motivational approaches to a range of team needs.
- Develop a Plan for Results to focus on what matters most over an entire year.

### SESSION 2: Developing Your Leadership

- DiSC®overing Your Leadership Style: Refine individual communication effectiveness strategies throughout the session.
- Mastering the Four Critical Communication Skills, regardless of style.

### SESSION 3: Motivating Managers with Below-Standard Performance

Practice skills, strategies, and feedback using real in-store problems, while applying DiSC® style insights and communication skills.

### SESSION 4: Coaching Coaches

Learn, build, and practice coaching skills and strategies (in person, by phone, and by video conference) to strengthen others' leadership.

### SESSION 5: Maximizing Store Visits

How to leverage technology; what to do before, during, after onsite/virtual store visits to ensure priorities are understood. Practice/get feedback.



Each session is 3 ½ hours

Cost: \$950 per participant (includes virtual facilitation, DiSC®, and 90-day post-training microlearning)

## BEFORE THE SESSIONS

- **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 with Level1 Questions:** Four communication skills applied to all modes of communication DMs use.

## AFTER THE SESSIONS

- **Microlearning:** 90-day mobile app with gamification and competitive leader board to maximize application and retention.
- **Store Visit Effectiveness Survey:** Connect new skills to improved staff effectiveness to measure training ROI and results.

## Advanced vRML Sessions

- Each Advanced topic is facilitated in a 3 ½-hour virtual instructor-led workshop.
- *Prerequisite Training:* RML Core Role of the Leader



### Leading Change

The speed of change in today's retail environment requires a new level of change leadership among district and regional leaders. While DMs are often the lead communicator on company initiatives, they need advanced skills and strategies to ensure all store managers and other field leaders are on board with these critical changes.

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 DiSC® 365 feedback tool, Store Visit Effectiveness Survey, or your existing feedback and analysis tool.*



### 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 vRML

**Cost: \$275/person per module or \$450/person for two modules**

**Minimum 10 participants**

**Includes custom live model scripts, pre-engagement, and 90 days post-training microlearning reinforcement**

### ADDITIONAL SERVICES

**vRML Train-the-Trainer** (virtual delivery): Available for companies with 150+ participants

**vRML Senior Leader Executive Overview** (\$3,500): 3 ½-hour virtual session, includes DiSC® profile, pre-work, and 90-day online reinforcement for up to 15 senior leaders.

**vRML Public Workshops:** Visit our website to view the schedule of upcoming public workshops.

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