



- Scenario-based, facilitator-led learning sessions
- DiSC persona insights
- Technology-based microlearning
- Online skill-building

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.

**DELIVERY OPTIONS:** Virtual (Eight two-hour virtual sessions) • Onsite Classroom (Two-day workshop)

**COST:** \$750 per participant (includes facilitation, DiSC®, and 90-day post-training microlearning) + \$2,000 virtual production fee per training course (a virtual producer supports all virtual workshops to eliminate technical challenges, enhance participant engagement and learning and ensure a seamless experience)

#### Role of the Leader

- Motivation Cycle
- Flexing Leadership Roles

#### Role of the Leader (cont'd)

- Leading vs Managing
- Assessing the Team

#### Discovering Your Leadership Style

- Online Personalized DiSC® Communication Style Report

#### Communication Skills

- Mastering the Four Critical Communication Skills

## PERFORMANCE SITUATIONS

Combination of microlearning prework, facilitation for a deeper dive, and individual practice with real-world scenarios, plus three levels of daily reminder microlearning via mobile app, with retention questions:

#### Setting Performance Expectations

Part of onboarding, ensuring every associate knows the standards, training, and evaluation used to make sure they're successful in their new position.

#### Improving Below Standard Performance

Helping associates who are struggling with poor performance identify and solve problems so they can get back on track and be more motivated.

#### Effective Floor Supervision

Using guideposts and tools to read cues and respond appropriately and make strategic decisions that impact customer experience.

#### Coaching in Real Time

When choosing to give immediate feedback about selling and service, a 3-step coaching strategy that associates can commit to and use quickly.

#### BEFORE THE SESSIONS

- **Everything DiSC® Online Survey:** Foundation for learning, application, and change.
- **Communication Skills Microlearning with Level 1 Questions:** Applied to all modes of communication store leaders use.

#### DURING AND AFTER THE SESSIONS

- **Microlearning:** 90-day mobile app with gamification and competitive level 1-3 questions, leader board to maximize application and retention.

#### ADDITIONAL SERVICES

- **Train-the-Trainer** (virtual delivery), for companies with 150+ participants
- **Senior Leader Executive Overview** (\$4,500)
- **Public Workshops**
- **One-on-one executive coaching**

## Advanced RSL Sessions

- Each Advanced topic is facilitated in two, two-hour virtual or one 3 ½-hour onsite instructor-led workshop.
- Prerequisite Training: RSL Core Role of the Leader

### 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 must 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 their 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.

#### Advanced RSL

**Cost:** \$325/person per module or

Includes pre-engagement and 90 days of post-training microlearning reinforcement.

#### Additional Services

- **RSL Train-the-Trainer** (virtual and/or onsite classroom delivery): Available for companies with 150+ participants
- **RSL Senior Leader Executive Overview (\$4,500):** 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 and team coaching** is also available via our national network of professional leadership coaches.