



MOHR RETAIL
EVERY DAY IS A CHANCE TO LEARN MOHR

Our Business is Retail Learning and Talent Development

MOHR Retail is the most experienced retail training and consulting firm on the planet. Since our founding, retailers of all categories have relied on MOHR Retail's training programs to fuel their success—because they know that we know retail like no one else.

Retail isn't a facet of our business; retail is our business, just like it's yours.

We help successful retailers develop **the critical people-to-people skills needed to create results in the retail business.**

We've been there, from the twists and turns of the markets and the rapid shifts created by fluctuating economic cycles and changing consumer preferences to the rise of ecommerce, omnichannel, and socially connected shoppers. Regardless of these external changes, it's your people who make the difference. Our focus is on helping them create a positive impact every day for their customers and your business.

The MOHR Retail Difference

Expertise in dynamic and proven learning methods.

Deep understanding of the critical people-to-people skills that make or break a retailer's success.

Decades of real-world, in-the-trenches retail experience combined with the up-to-the-moment research, innovative tools, and a highly personalized, consultative approach.

These are not qualities you will find in most companies. But they are part of the MOHR Retail DNA.

Through our work with leading retailers and our national retail research projects, we continue to stay on top of the trends so that we can provide targeted, retail-ready, and customized training and consulting solutions for:

- Retail Multiunit Leaders
- Store Leaders
- Support Center Leaders
- Buyers and Merchant Teams
- Sales Associates
- Senior Leaders
- National Retail Meetings
- And more



MAXIMUM ROI AND IMPACT

- Innovative blended learning approach designed for the realities of the retail environment
- Virtual and in-person classroom workshops
- Online learning
- Assessments
- App-based microlearning with gamification
- Coaching and consulting services

"MOHR Retail Multi-Unit Leadership training has empowered us to prioritize action-based behavior change, positively impacting our business results. Our club visits are now well planned, structured, and consistent, resulting in enhanced overall execution. This has improved both our company culture and our member experience."

Bruce Edwards, CEO
Core Development and Management
Planet Fitness Franchisee



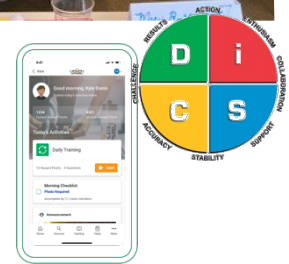
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WHY RETAILERS CHOOSE MOHR RETAIL AS THEIR TALENT DEVELOPMENT PARTNER

A team steeped in retail: We have been in your shoes. Our leadership, design, business development, facilitation team members, and coaches have all achieved successful careers in retail and can share specific examples with and empathize with your participants.



Relevance and resonance: We put in the work to get to know our clients before we ever meet with their teams, which is why every training experience with MOHR Retail will look and feel like your organization and your culture. This collaborative process includes identifying branding standards as well as language, values, strategic objectives, and other key priorities that will influence the learning experience. It's a critical step in getting buy-in and fostering behavior change.



Participants see the difference: Class engagement scores for our training programs are consistently 85% or higher. **99.5% of participants** would recommend our workshops to others within and outside of their organization.

Proven, practical tools for leadership and relationship-building: All MOHR Retail leadership training programs include the Everything DiSC® on Catalyst profile, a powerful tool that helps participants understand themselves, how they communicate, and how to adapt to the styles of others to be a more inclusive, effective leader.

An approach rooted in brain science for knowledge retention and growth: One-time events do not change behavior. Our learning experiences include app-based microlearning before, during, and after the workshop to reinforce skills and strategies—all in a format that fits within the cadence of the retail workday. In just three minutes a day, your team members will be able to sharpen their skills and apply what they learned. The app's gamification and leader board design keep people engaged, with organizations tracking 15-25% knowledge growth, post-training.

A holistic view of retail talent development and succession: Our core “role of the leader” curriculum addresses the skillsets and challenges of every level of retail leadership—from emerging leaders through the C-Suite—to strengthen your leadership pipeline, build a common leadership language, promote consistency in performance management, and create more opportunities for internal promotions and sustainable growth.

An investment in your team's success: We offer free, one-hour kick-off meetings for all virtual deliveries/implementations prior to the first training session. These kick-off sessions are valuable opportunities for you to reinforce your commitment to investing in and growing your people.

EVERY DAY IS A CHANCE TO LEARN MOHR: Visit us at [MOHRRetail.com](https://mohrretail.com) for detailed information about our learning solutions and additional retail resources, tools, events, and research.