



- Scenario-Based, Facilitator-Led Learning Sessions
- Technology-Based Microlearning & Online Skill Building
- DiSC® Personal Insights

Today's retail landscape is evolving rapidly, bringing new challenges and heightened expectations for multiunit leaders. District and regional leaders must be even more skillful and strategic to drive results while fostering a culture of trust, resilience, inclusivity, and accountability.

**Retail Multiunit Leadership (RML)** focuses on the key leadership behaviors that directly impact performance and execution in retail. Grounded in national retail research, RML delivers fresh insights and proven success strategies from top retailers, equipping leaders with the tools they need to navigate change, enhance store performance, and develop high-performing teams.



#### Role of the Leader

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

#### 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.

#### Motivating Leaders with Below-Standard Performance

Discussion strategies and practice using real in-store scenarios while applying DiSC® style insights to drive accountability and improvement.

#### Coaching Coaches

Learn and practice proven coaching discussion strategies to enhance leadership effectiveness and strengthen development at all levels.

#### Maximizing Store Visits

Plan, execute, and follow up on visits to ensure clear communication of priorities and action steps. Leverage technology and practice key techniques with real-time feedback.

**DELIVERY OPTIONS:** Virtual (Five 3 ½-hour virtual sessions) Onsite Classroom (Two-day workshop)

**COST:** \$1,075 per participant, includes facilitation, DiSC®, and 100-day pre & post-training microlearning reinforcement app, participant tool kit with post session on the job tools. All virtual sessions include a producer and participants will receive an e-participant tool kit. *(a producer supports all virtual workshops to eliminate technical challenges, enhance participant learning and engagement to ensure a seamless experience)*

#### BEFORE THE SESSIONS

- **Everything DiSC® Online Survey:** Foundation for learning, application, and change. 15-minute online survey providing powerful insights about how leaders communicate and connect with others.
- **Communication Skills Reinforcement App with Level 1 Questions:** Four communication skills applied to all modes of communication utilized by multiunit leaders.

#### AFTER THE SESSIONS

- **Level 1-3 Reinforcement Questions with Gamification and Competitive Leaders Board:** 90-day mobile app with gamification and competitive leader board to maximize application, retention and knowledge growth post session.
- **RML Microlearning Reinforcement Videos:** 24 focused reinforcement videos available on the mobile app for 90-days with an opportunity to license.

Contact us to learn more: [info@mohrretail.com](mailto:info@mohrretail.com) 1-833-866-MOHR (6647) | [MOHRRetail.com](https://mohrretail.com)

## Advanced RML Sessions

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

### Building Trust

Trust is defined through experiences, behaviors, and actions leaders can model and exhibit every day. In Building Trust, retail multiunit leaders explore how to create a culture of trust to increase engagement and collaboration with store leaders and direct report teams. Participants will explore their own trustworthiness and assess the level of trust within their store, office, district, or region. Learn to recognize signs that distrust is present and apply actions to regain trust. Identify the behaviors that support a culture of trust and explore and commit to actions that will continually strengthen a trusting environment and team.

### 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.

### Influencing for Results

DMs often must 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.

### 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.

### 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 RML Sessions:

- **Cost:**
  - \$375/person per module
  - \$575/person for two modules
- Minimum of 10 participants
- Includes custom live model scripts, pre-training engagement, and 90 days post-training microlearning reinforcement

### Additional Services:

- **RML Microlearning Reinforcement Video Series:** 41 topics available to be licensed post the 90-day reinforcement for 1-3 years
- **Store Visit Effectiveness Survey:** Connect new skills to improved staff effectiveness to measure training ROI and results.
- **RML Train-the-Trainer:** Available for companies with 150+ participants
- **RML Senior Leader Executive Overview (\$5,500):** 3 ½-hour virtual session, includes DiSC® profile, pre-work, and 90-day online reinforcement for up to 15 senior leaders.
- **RML 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.