



# RETAIL MANAGEMENT DEVELOPMENT PROGRAMME

The people who  
shape Irish Retail

WEDNESDAY  
6TH MARCH | 20TH MARCH  
3RD APRIL | 17TH APRIL



[www.retailexcellence.ie](http://www.retailexcellence.ie)

## About the Programme

This programme is regarded as the most influential and formative retail management development programme in Ireland. Now in its 6th year and with over 1,000 retail store managers, supervisors, owners, independent retailers, newly appointed managers and team members with potential having successfully completed the programme, it is a not to be missed valuable four day programme.

Delegates will have the opportunity to hear innovative, challenging and engaging content from experts in all retail fields to help them lead their stores to great success and deliver a progressive and high performance team.

The programme structure alternates between foundation retail topics led by retail expert James Burke and contributions from external expert speakers. Its unique style involves high levels of participation from delegates and capitalizes on peer learning expertise within the group.

The programme includes complimentary registration to Day2 of the Retail Retreat in Citywest Convention Centre!

## The Outcomes

Having completed the programme, participants will gain the following:

- Vastly increased competence and confidence
- Improved time management
- Strengthened management skillsets
- Enhanced ability to further develop aggressive sales growth strategies
- The capability to monitor and improve store performance through a greater understanding of key financial measures
- Stronger awareness on dealing with day to day HR issues
- Excellent comprehension of loss prevention tactics
- A clear understanding of KPIs (Key Performance Indicators)
- The knowledge to empower and lead a first class service culture
- A set of tools and resources to empower the manager in all areas of their day to day role

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**Retail  
Excellence**  
Empowering an Industry

## Day One - 6th March

### Mastering Time Management – How to Achieve More in Less Time Des Ryan, Business & Executive Coach, ActionCOACH Business Coaching



One of the most common grievances from business owners and managers is that there never seems to be enough hours in the day to get everything done which can lead to stress and overwhelm, resulting in poorer productivity. You will learn how to maximise the effectiveness of your time and introduce time management techniques to get the most from your team. Des will help you understand your current use of time and will encourage you to introduce a default diary for yourself and each member of your team. We will introduce the time management matrix, which teaches the importance of prioritising the most important tasks for your role and for the business.

### Strengthening Management Skillsets | James Burke, James Burke & Associates

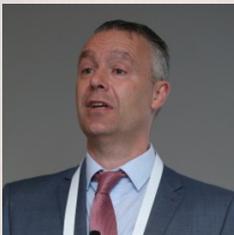
This workshop will focus on the broad management skills required to run a business. It will act as a foundation for the entire programme as its content will improve the broader management skillsets of each individual delegate. This workshop will focus on the following topics:



- Defining management
- Understanding the role of management
- Motivating your team
- Creating daily plans and work structures
- Setting daily and weekly objectives
- How to cope with the unexpected
- The right balance between shop floor & administration tasks
- Meeting goals

### Prevention by Engagement | Michael Neary, Loss Prevention Manager Harvey Norman

This is a highly informative presentation covering loss prevention which is very much an issue in all retail businesses.



- How do losses occur in the retail environment
- Prevention is the key
- Differentiating between internal and external factors
- How to combat losses by using existing resources
- Professionalise your business' approach to combating losses
- New trends

### Good People Management | Tommy Smyth, MD Tom Smyth & Associates

This session will bring a clear and up to date understanding of best HR practice and open the floor for an intensive Q&A session.



- Essential HR documents
- Most common workplace problems
- Leave entitlements
- Absence | lateness management
- Dealing with legacy staff – what a new manager needs to know
- Dealing with difficult team members within a small working environment
- Performance appraisals
- Simple tips on running your HR function smoothly

## A Gathering of Thoughts

*At the end of each day, James will work with delegates to put their key learnings on paper so that they have a clear 'get into action' list on returning to their store next day. Delegates are encouraged to devote this classroom time to put together a strict personal plan to help motivate themselves straight away on returning to the store*



## Making it Happen

*At the opening session each day, James will facilitate a group discussion on what delegates have put into action and what the outcome was. Participants work in groups to encourage interaction and sharing of information.*

### Developing Aggressive Sales Growth Strategies

Growing sales in retail, by its nature, has to be an aggressive process. This demands a high level of energy, focus and planning from managers and this session will allow delegates to gain an insight into the tools which will help them grow sales. The workshop will cover topics such as:

- **Creating a target driven sales culture within the business**
- **Exploring the dynamics of setting accurate sales targets using weekly management meetings to review progress and action new initiatives**
- **Driving sales through promotions**
- **Highlighting promotional activity**
- **Developing a marketing plan**
- **Using local PR to raise brand profile**
- **Understanding the importance of targeting**
- **Ready for business best practice**
- **Managing out of stocks and lost sales opportunities**
- **Harnessing the staff element in sales growth**
- **Exploring guerrilla marketing tactics**
- **Understanding the role of social media in retailing**

This workshop will also explore the role of the manager and how their direct input can impact significantly on the sales value of the business.

### Understanding Key Performance Indicators (KPIs)

**David Fitzsimons, Group CEO Retail Excellence**



KPIs can be defined as measures which provide managers with the most important performance information to enable them to understand the performance level of their store and the wider organisation. KPIs should clearly link to the strategic objectives of the organisation and therefore help monitor the execution of its business strategy; 'If you can't measure it, you can't manage it'. The trouble is many companies don't know what to measure. The result – bad management, mixed messages, confusion and employees focussing on the wrong thing. KPIs need to be handled with care. David will delve into the world of KPIs and explain how to set and measure those most relevant to your business.

### The Science Powering World-Class People Skills - Meetology®

**Jonathan Bradshaw, International Speaker, Trainer & Award-Winning Columnist.**



As a retail professional your ability to connect, interact and communicate with others is a fundamental business skill and the science behind it is fascinating. In this engaging and interactive session Jonathan delves into his rich archive of psychological research and delivers bite-sized nuggets of behavioural science that will equip you with practical, fascinating, evidence-based skills to enable you to master your emotions, make a great first impression, build trust & rapport, overcome disagreements and ethically influence & persuade others which, in turn, will help you become a better sales person, leader, negotiator and networker by connecting more effectively with your customers, team, suppliers and colleagues.



**Leading the Team of World Class Retailers in the Guinness Store House - Europe's No. 1 Tourist Attraction**

**Alan Donnelly, Retail Manager, The Guinness Store House**



## Day Three - 3rd April

### Monitoring and Improving Store Performance – Understanding Key Financial Measures James Burke

This session will identify all of the key financial measures a manager should use to monitor store performance and determine actions appropriate to improving poor performance under each of these measures. We will also focus on understanding the finances and financial mechanisms necessary to run a successful retail business.

- Understanding key financial measures
- Top negotiation tips to secure a better deal
- How to achieve maximum support from your suppliers
- Creating your own financial dashboard to help run the business
- Understanding how to create and monitor targets
- Margin management and opportunities
- The importance of USP in your business

### Empowering and Leading a First Class Service Culture Alf Dunbar, founder You Are The Difference programme

The session will provide simple tips and tools to help you to coach and motivate your team in raising the customer service bar to a new level.



### Delivering the Ultimate Customer Experience through CX Change Susannah Hewson, Owner, CX Change

Susannah works with businesses to help improve the customer experience (CX). In this session, Susannah will offer solutions such as customer experience management & staff training, action planning workshops and customer experience strategy design. Susannah's background is social science and has worked with brands such as Virgin Media, KBC Bank and Eason Ireland.

### Retail in The Digital Age Conor Cochrane, Managing Director, Social Media Elite

In this session you will learn the secret to generating sales from social media marketing and how to use the latest technologies and advanced social media features to accelerate sales.



## Day Four - 17th April

### Delivering a Bespoke Action Plan

During the final management session, each participant will create a 12 month sales growth plan bespoke to their own business. The objective of this plan is to ensure programme learnings can be converted into real outputs. The sales growth plan will include content on:

- Actions arising from the business SWOT
- Marketing and digital marketing plans
- Staff training plans
- Free PR activity
- Profit improvement steps



### In Conversation With.....

Some of Ireland's leading young entrepreneurs in conversation with James Burke. Have your questions ready!



### How I Grew Arboretum From My Garage to Become One of Ireland's Most Progressive Retail Businesses

Rachel Doyle, founder of Arboretum Garden Centre and recipient of Retail Excellence Life Time Achievement Award 2018 and finalist in Ernst & Young Entrepreneur of the Year 2019.

### The New Future of Retail Matthew Brown, Director The Echochamber

In a highly visual and entertaining presentation, retail trend hunter Matthew Brown will show how most innovative brands are changing bricks and mortar stores and putting the customer at the heart of retail in order to create a seamless brand experience.

### Bringing Hospitality to the Retail Industry John Healy, Maitre D' of The Restaurant (RTE)



## Day Five - 22nd May

Complimentary attendance at Day2 of The Retail Retreat in Citywest Convention Centre

### BOOKING INFORMATION

**Dates** Wednesdays: 6th March | 20th March | 3rd April | 17th April | 22nd May

**Location** Crowne Plaza Hotel, Blanchardstown

**Investment** €985 (Ex VAT @ 23%)

**Group Rates** Fee includes course material, refreshments, light lunch and attendance at the Retail Retreat on Wednesday 22nd May 2019 in Citywest Convention Centre

Payment must be received prior to programme commencing by registering online at [www.retailexcellence.ie](http://www.retailexcellence.ie).

For information on group rates (5+ delegates) contact [Helen@retailexcellence.ie](mailto:Helen@retailexcellence.ie)

**Accommodation** Retail Excellence has agreed a discounted rate with the Crowne Plaza Hotel Blanchardstown. However, there are a limited number of rooms available at this rate so early booking is recommended.

€119B&B Single | €129B&B twin / double – Phone: 01 897 7777. Please inform reservations that you are attending the Retail Excellence Management Programme when you are booking in order to avail of this rate.

**Further Information** Contact [Helen@retailexcellence.ie](mailto:Helen@retailexcellence.ie) | 065 6846 927

#### Changes to bookings:

All cancellations must be made in writing to [Helen@retailexcellence.ie](mailto:Helen@retailexcellence.ie) on/before Tuesday 19th February. No fees will be reimbursed after this date however substitutes may be made at any time

#### Cancellation or Alteration:

Retail Excellence reserves the right at any time to cancel or alter the date of the event, change the venue or speakers. In these circumstances, any liability will be strictly restricted to the delegate fee paid. Retail Excellence will not be held responsible for any transport, accommodation or other costs incurred by delegates.





“ All the information was exactly what I needed to put everything in place back at my store... ”

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“ This is a programme every manager should experience - it is a total gamechanger... ”

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