

# RETAIL MANAGEMENT DEVELOPMENT PROGRAMME 2021

2021

REBOOT,  
RECOVER  
& RENEW



THE PHOENIX  
PROGRAMME

**ONLINE:**  
**7<sup>th</sup> & 21<sup>st</sup> APRIL 2021**  
**5<sup>th</sup> + 19<sup>th</sup> MAY 2021**

For details and reservations go to  
[www.retailexcellence.ie/retail-management-development-programme/](http://www.retailexcellence.ie/retail-management-development-programme/)

Retail  
Excellence  
Empowering an Industry



[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 8th year and with over 1,000 retail store managers, supervisors, owners, independent retailers, newly appointed managers and high-potential team members 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-performing team during these challenging times.

The programme structure alternates between Managing the Operation, Managing Self, Managing the Customer and Managing Change, with contributions from external expert speakers. Its unique style involves high levels of participation from delegates and capitalizes on peer learning expertise within the group calls as we make the move online this year to deliver this exceptional programme.



# THE OUTCOMES

Upon successful completion of this programme, participants will have gained 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) and how to set them
- 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.



# DAY 1 MANAGING THE OPERATION

WEDNESDAY 7<sup>th</sup> APRIL 2021

## Q&A with Retail Excellence Manager of the Year Winners 2019 + 2020



**Mary Keane**  
General Manager - Nassau Street,  
The Kilkenny Shop

- Retail Excellence Manager of the Year Winner 2019
- Learn how passion and an energy for learning have been the key to

Mary's success.

- Mary takes pride leading an amazing team who continuously and consistently provide the best Customer Experience possible for the Kilkenny Customer.
- Her goals include elevating the Kilkenny Brand as leaders in the Irish Craft industry by becoming a worldwide sought-after Irish Brand—learn how you can too.



**Eamon Kelleher**  
Retail Branch Manager,  
Dairygold Co-  
Operative Society Ltd

- Retail Excellence Manager of the Year Winner 2020: Co-Op

Superstore, Cork.

- Eamon has worked as a Store Manager with Dairygold for over 15 years and was previously Store Manager with SuperValu.
- Learn what it takes to create a well-known, household brand.



### Strengthening Management Skillsets

James Burke | James Burke & Associates

- 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



### Loss Prevention: Protect your Business

Michael Neary | Head of Loss Prevention, Harvey Norman

- Areas of responsibility
- Knowledge is power
- New crime trends
- The checklist that will save you money



### Good People Management

Tommy Smyth | Tom Smyth & Associates (TSA)

- Attendees will learn about employment legislation most relevant to retail.
- The session will highlight the theoretical traits consistent amongst high performing managers, while addressing the managerial functions and techniques which contribute to effective management and add value to employers.
- These managerial concepts will be balanced with actual case studies, stories and legal precedents and will focus attendees' attention on current and upcoming HR topics for 2021.



### Programme Introduction and Q&A

Duncan Graham | Managing Director, Retail Excellence

Originally from Nottingham, Duncan has a wealth of experience in Irish retail since his arrival in Cork in 1996 where he spent 2 years with Marks and Spencer before relocating to Dublin. In 1999 he moved to Brown Thomas in Grafton Street where he spent 3 years as General Manager before taking on a role as CEO in the fashion industry. For the last 8 years Duncan has worked as Retail Director for Specsavers covering Ireland, Scotland, and Spain.

# DAY 2 MANAGING SELF

WEDNESDAY 21<sup>st</sup> APRIL 2021



## Round Table Discussion on Actions Taken since last Workshop

James Burke | James Burke & Associates



## Benchmarking & Developing your EQ Skills

John Broderick | Counselling Psychologist

- Participants will gain a deeper understanding of emotional intelligence and learn how to leverage their personal Emotional Capital Report (ECR) competencies for greater leadership impact.



## Coaching for Performance

Kate Rooney | The OnLegs Agency

- Bringing the best out in yourself is key for productivity, development and growth.
- Creating a coaching culture will transform you as a leader and help you guide your team to success.
- You will see coaching tools in action in this session that you can take back to your organisation and put into practice immediately.
- You will leave the session with a renewed perspective on how to lead.



# DAY 3 MANAGING THE CUSTOMER

WEDNESDAY 5<sup>th</sup> MAY 2021

## Q&A with Reatil Excellence Manager of the Year Winners 2017 + 2018



**Colin Curtis**  
Computers General Manager,  
Harvey Norman

- Retail Excellence Manager of the Year Winner 2017
- Colin has worked with Harvey Norman since 2004, four

years ago, became the General Manager of the Computer Division in Harvey Norman.

- Colin looks after company strategy, recruitment, people development, shop layouts, business P&L, sales targets, promoting a culture of excellent customer service, and many other various tasks.
- Colin also won Harvey Norman Computer Store Manager of the Year 2012 & 2015 & Harvey Norman Store of the Year 2012 & 2013.
- Find out what it takes to bring your store's customer service experience to the next level with Colin's expert advice.



**Sandra Devenney**  
Sales and Business  
Manager, McElhinneys

- Sandra won Retail Excellence Manager of the Year in 2018.

• Sandra has worked with McElhinneys for almost 7 years. Sandra's work goal is to future-proof McElhinneys and is doing this through their Accelerated Leadership Programme which develops, mentors and trains employees who have their sights on future leadership roles in the company.

- Learn how to future-proof your store through Sandra's story as she shares her experiences and details best practices to implement impactful change.



### Post Pandemic Retailing—Emerging Trends & Models

Miriam Simon | Experienced Strategic Business Mentor and Non-Exec Director

- With a reputation for successful growth and trading strategy, as well as leadership of turnovers circa €300M+ & Teams > 800, Miriam's focus is on commercial strategy alongside organisational structure and operations.
- Since the Pandemic, she has moved to seminars that are focused towards the SME retailer and how to survive and thrive.

• Miriam's workshops have received high acclaim and in the last 8 months she has worked with hundreds of retailers to support their success, despite lockdowns and closures. This session will empower you to take control of the seemingly uncontrollable.



### Empowering and Leading a First-Class Service Team

Alf Dunbar | You Are The Difference

- The session will provide you with coaching tools on how to use and deliver the Y.A.T.D techniques to your team, taking the Y.A.T.D programme to the next level.
- The level of the Y.A.T.D programme and the customer service in any store is directly related to the engagement and commitment shown and delivered by the manager.



### Energising the Sales Process Across all Customer Channels

James Burke | James Burke & Associates

# DAY 4 MANAGING CHANGE

WEDNESDAY 19<sup>th</sup> MAY 2021

Panel Discussion with Industry Leaders on how to effectively manage change during unprecedented times

Guest Speaker with details to follow

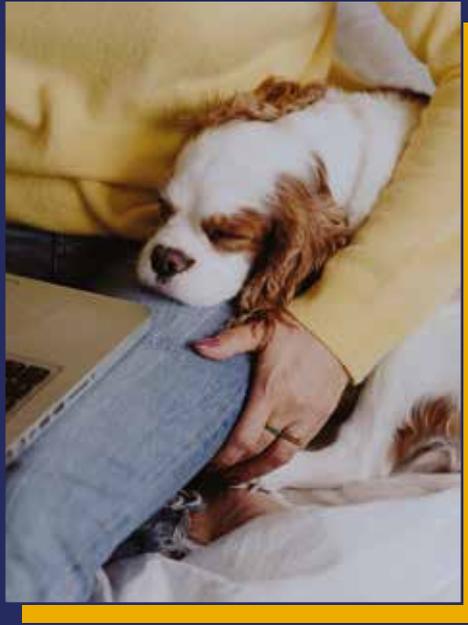


## Overcoming Challenges

Paul McNeive | Author, Small Steps

- A chartered surveyor with over 30 years' experience in commercial property, Paul was managing director of Savills in Ireland.
- His autobiographical book on business and motivation, called "Small Steps," is a bestseller, as is his first novel, "The Manhattan Project", which has been published internationally.
- Paul is a man who has overcome many challenges in life. He has strong advice for business people, and a remarkable story to tell.





## BOOKING INFORMATION

### Dates:

Wednesday 7th April 2021 | Wednesday 21st April 2021  
Wednesday 5th May 2021 | Wednesday 19th May 2021

**Location:** Online | **Price:** €695 ex. VAT

**How to Book:** You can book through our website at  
[www.retailexcellence.ie/retail-management-development-programme/](http://www.retailexcellence.ie/retail-management-development-programme/)

### FURTHER INFORMATION:

For further information regarding the programme contact  
[antoinette@retailexcellence.ie](mailto:antoinette@retailexcellence.ie) | 065 6846 927

