

---

# 2-DAY RETAIL **LEADERSHIP** SUMMIT



SUSTAINABLE RESULTS. **FINALLY.**



TORONTO

APRIL 25 & 26, 2018

---

# How Do You Get Your Teams To Perform When You're Not In The Store?

## LEADERSHIP IS **NOT** ABOUT A TITLE OR DESIGNATION

It's about impact, influence and inspiration.

**Impact** involves getting results, **influence** is about spreading the passion you have for your work, and you have to **inspire** your teammates and customers.

This workshop shows you how to become the Leader your teams need.



The reality for anyone in a leadership position in retail is that getting sustainable performance from their teams remains elusive. You can tell them what to do, and they do it when you're in the store. But, when you leave performance drops way off. The customer experience crumbles. The staff experience declines. Results suffer.

---

*"You can tell them what to do and how to do it until you're blue in the face, but that rarely works. A real Leader knows how to Inspire and Engage their teams in an authentic and influential manner."*

---

### WHAT YOU GET

- Retail-specific leadership training that's eye-opening and effective ... the training that's been missing all along.
- 2 days of 'rubbing shoulders' and sharing ideas with other retail leaders from great retailers
- Inspiration, skills and strategies delivered by Kevin Graff and Linda Montalbano ... you're teams will love them!

### HOW YOU BENEFIT

- Your teams will not only follow you, they won't want to disappoint you
- You'll attract talent and be able to keep in longer
- You'll make better decisions and communicate more powerfully
- You'll be able to execute your brand standards consistently
- Sustainable results will now be your reality!

# AGENDA



## DAY 1

9:00AM

### AN INTROSPECTIVE APPROACH TO LEADERSHIP

- For years, you've learning all the tactical things you need to do to succeed in your role. Now, you'll be challenged to take an introspective look at how you perform as a Leader. At times unsettling, the result is a more open and vulnerable approach that will open the door to becoming a better Leader
- We'll also prove the point that you know what to do to solve your most pressing challenges, and along with your peers discover why the common solutions don't typically produce sustainable results.

10:45AM

### INFLUENTIAL LEADERSHIP

The most successful Managers have grown into strong Leaders. They're not just task masters, delegators and managers. They possess the Leadership skills needed in order to have their teams want to follow them. Learning how to be influential as a Leader is what this module is all about.

- Learn how to create a deep connection to your teams through starting with **WHY**
- Discover how you can become an Authentic Leader that gets consistent results
- Learn how to inspire, influence and achieve results through your Leadership
- Complete the Leadership Assessment to discover your strengths and opportunities

1:00PM

### BUILDING AN ENGAGED TEAM

We've seen the end of business as we know it, where employees were merely assets to be leveraged. To get the productivity you need, you need to create an engaged workforce that cares as much about business success as you do. When you do, staff turnover rates plummet and sales rise dramatically.

- Learn how the best managed companies keep morale and engagement levels high through stronger Leadership
- Discover how you can navigate the multi-generational workforce and get results
- How to put the kibosh on negativity in your stores
- Take back dozens of strategies to create an engaged team ... ideas that are practical and effective at getting you better employee performance

3:00PM

### USING ACCOUNTABILITY TO GET BETTER RESULTS

Success has to matter. For you. For the stores. Accountability is one of the foundations for achieving success, yet in reality, we see it often go by the wayside in favour of excuses, fear of conflict and complacency. This module will show you:

- The power of personal accountability ... yes, holding yourself accountable first!
- How to instill a culture of Responsibility in your business
- How a simple approach to setting and maintaining standards will increase accountability faster than anything else ... and become sustainable

# AGENDA



## DAY 2

9:00AM

### POWERFUL COMMUNICATION STRATEGIES

If there's one major opportunity for improvement in the hundreds of Retail Leaders we've trained it's in improving their communication skills. You may be the Leader, but if you can't communicate your ideas effectively you'll never get your points across, and you'll never get anyone to follow you.

- Using the art of asking questions to get your points across
- How to use negotiating skills to win more than you lose
- Getting your voice and body working to make your communication more powerful
- 3 power communicating strategies to use right away to win them over

10:45AM

### CRITICAL THINKING SKILLS

Leaders at every level are faced with frequent choices about strategy and direction, conflicts and plans. They need the skills of critical thinking in order to make the best decisions (ones they often struggle with). Learn:

- How to recognize deceptive reasoning and emotional manipulation and how to deal with it
- Identify different styles of critical, and non-critical, thinking
- Learn how to recognize and evaluate potential arguments for and against decisions
- Practice how you can develop and evaluate explanations to your real world problems

1:00 PM

### TALENT DEVELOPMENT

As a Retail Leader, you're in the talent development business. Period. Full stop. Your odds of winning are directly related to the talent in your stores. We've created for you some powerful tools to help you evaluate your management teams and more importantly, begin to develop them effectively at store level ... right away!

- We'll look at core competency profiles for your management teams, and use them as a tool for evaluating their performance
- You'll walk away with a Competency Development Toolkit that you can use on a one-on-one basis in your stores to train and develop your management teams
- Additionally, we'll conduct an interactive forum where you'll share and learn how the best retailers are developing their store level talent

3:00PM

### THE LEADER'S STORE VISIT FORUM

We've spent a lot of time working with different organizations learning about how they view and conduct store visits, whether it's by a Director or DM. Every organization is different. Yet, there are a number of best practices you need to be aware of. The Leader's Store Visit Forum is designed as an interactive module where we'll give you some great ideas, and the group will drive the discussion even deeper.

## A Few More Things That You Need To Know

---

### Who Should Attend

This is only for Retail Leaders :

- District Managers
- Directors of Stores
- VP of Operations
- Multi-Unit Franchise Owners
- High Potential Store Managers

### Flipped Learning

We've 'flipped' portions of this workshop. What does that mean? Rather than having you learn everything in the program, we have you do some pre-work (relax, it's easy!) so that we can get into how you can apply the learning. It's an amazing approach!

### Did we mention our 'No Sandwich' Policy?

We're all a little tired of sandwiches at events, so we treat the participants to great food every day ... without a sandwich in sight!

### Non-Stop Networking

You'll work continually with every other participant and be amazed and what you can learn from each other!

# It's Time To Lead

The best investment is in your people.



---

Regular Rate : \$1195/person

---

**EXTREME EARLY BIRD OFFER! SAVE \$300**

ONLY \$895/seat

(Register by December 15, 2017)

---

**EARLY BIRD OFFER! SAVE \$200**

ONLY \$995/seat (Register by January 31, 2018)

---

**RCC Member Rate SAVE \$150**

Your price only \$1045/seat

\*Offer not valid in conjunction with any other discount.

---

**Group Rate (Registering 5 or more people) SAVE \$100**

Your price only \$1095 /seat

---

**Where:** Alt Hotel Toronto Airport, Mississauga

---

**When:** April 25 and 26, 2018

---

**TO REGISTER**

call : 1-905-842-1275 email: [solutions@graffretail.com](mailto:solutions@graffretail.com)

Or, [click here to register online today!](#)

---