

Graff Retail Presents:

Register by  
August 5th and  
save \$200!



**TORONTO**  
October 4 & 5, 2016

2-Day  
**ADVANCED**  
DISTRICT MANAGER  
WORKSHOP

# Advanced LEARNING

*"It's a fantastic program that makes you rethink what and how you are doing things, no matter what your experience level!"*  
- Urban Barn



*"Absolutely incredible. Being new to my role, I feel so much more empowered and prepared for multi-store and multi-brand management."*  
- Rogers Wireless

*"Excellent, dynamic presenters. Thank you for keeping me engaged the entire time..."*  
- The Body Shop

*"I was skeptical about how this program could help in my role. I was convinced within 15 minutes on the first day. Hope to participate in other programs!"*  
- Medigas



*"I loved it! All retail leaders should be required to go through this program! I felt comfortable to be out-going and present my ideas to my peers. Kevin and Linda are so great and knowledgeable. I will definitely take more Graff Retail courses!"*  
- Canada Post

## Strategic Territory Leadership

Over the years, we've trained hundreds of Retail District Managers. We've been impressed often, and at the same time recognized where most need to improve to be able to take that next step in their development. This program fills that void. Strategic Territory Leadership will help your DMs:

- Advance to a bigger and more important territory
- Take the steps needed to be ready for a higher position
- Get better, more consistent results from their territories

This Advanced level workshop has been designed to create more effective Leaders. Ones that get results and who are ready to take on the next challenge in their careers.

## Critical Thinking Skills: Making Better Decisions

District Managers 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

## Influential Leadership

The most successful DMs 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 People First Leadership will give you the direction you need as a Leader
- Discover how you can become an Authentic Leader that gets consistent results
- Learn how to inspire, influence and achieve results through your Leadership
- You'll complete the Leadership Assessment to discover your strengths and opportunities

## 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
- 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

# Top RESULTS



## 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 accountability in your territory
- How a simple approach to setting and maintaining standards will increase accountability faster than anything else

## Powerful Communication

If there's one major opportunity for improvement in the hundreds of DMs we've trained it's in improving their communication skills. You can be the smartest one in the room, but if you can't communicate your ideas effectively you'll never get your points across.

- Using the art of asking questions to get to 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

## Talent Development

As a DM, 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

## The Store Visit Forum

We've spent a lot of time working with different organizations learning about how they view and conduct store visits. Every organization is different. Yet, there are a number of best practices you need to be aware of. The 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 into how they are making their store visits the most productive possible.

## INTERACTIVE LEARNING

This isn't a 'talking head' workshop! As with all of our programs you'll be actively involved in challenging, insightful and real life discussions and debates. The experience and talent level of your fellow participants will be amazing! You'll learn an incredible amount from each other.

**You don't want to miss this!**

## IMPORTANT PRE-REQUISITES

This is an Advanced program that is **ONLY** open to:

- Graduates of our 3-Day DM Workshop, or
- DMs who have been in their role for a minimum of 5 years

## GRAFF GRADS

Rogers Wireless	BC Liquor
The Body Shop	Roots
Urban Barn	Wind Mobile
Staples	Golf Town
Browns Shoes	Parts Source
Carter's OshKosh	TSC Stores
CANEX	Easyhome
Bombay Company	Vincor
Things Engraved	Bell
Stitch It	Mr. Lube
Global Pet Foods	Triple Flip
Vivah Jewellery	Running Room
Purdys Chocolatier	London Drugs
Magnotta Winery Corp	
North West Company	

Call today: for more information:  
**1.905-842.1275**

# Your TRAINERS

## Graff Retail Inc.

For the past 28 years we've been working exclusively with retail chains across North America. We know two things: Retail and How To Drive Retail Results! We've designed this program specifically to further develop District Managers to become great Leaders. You can learn more about us at [www.graffretail.com](http://www.graffretail.com).



### Kevin Graff President, Graff Retail

Widely regarded as one of North America's best retail trainers and speakers, Kevin is described by those who attend his programs as informed, motivational, knowledgeable and dynamic. With over 20 years of retailing experience, Kevin knows the realities that Store Managers are facing daily and is ready to build solutions with you.

This isn't going to be a 'light and fluffy' program! Kevin will give it to you straight and challenge you every step of the way.



### Linda Montalbano Vice-President, Graff Retail

Straight forward. Entertaining. Real. Linda truly 'gets it!' With over 20 years of store operations experience, Linda speaks from her in-depth understanding of what it takes to drive store performance.

Prior to joining our team, Linda was the Vice President of Store Operations for Danier Leather and has earned a reputation for being perhaps the single best retail leader in the country ... and is now the audience's favourite presenter too!

## Program Materials

You won't be going home empty-handed. You'll leave this workshop with a soundly researched, complete workbook; step-by-step guidelines for using the information you've just learned.

## Networking

You'll be working with some of the best DMs in the retail business for two full days. Get to know them. Learn from them. Share your knowledge. Make connections that will last you a lifetime!

**For further program details and to Register**  
**call :1-905-842-1275 email: [solutions@graffretail.com](mailto:solutions@graffretail.com)**

**2-Day Seminar**  
**Regular Rate :**  
**\$1195/person**

**Early Bird Rate:**  
**Register by August 5th**  
**and SAVE \$200!**  
**ONLY \$995/person!**

**RCC Member Rate**  
**SAVE 10%**

**Your price only**

**\$1075 / person**

\*Offer not valid in conjunction with any other discount and you must provide RCC member number.

**Group Rate**

**Registering 5 or more people?**  
**SAVE \$150**

**Your price only**

**\$1045 / person**

**Where?**

**Toronto**  
**October 4 & 5, 2016**

**Sheraton Hotel and Conference Centre, Toronto Airport**

Right on the 'Airport Strip', close to restaurants and nightlife!

We have a limited block of rooms with a special rate ... call us today!

## IMPORTANT INFORMATION

**Registration opens at 8:30 a.m.**

When you arrive at the venue, check the directory for the exact location of the seminar. Our registrars will greet you and get you everything needed to have a great 3 days!

We begin at 9:00 a.m. on the dot each day and wrap up at 5:00 p.m.

**Lunch is provided.**

*You'll enjoy our 'no-sandwich policy' and great hot lunch features. We treat you like we want you to treat your staff and customers!*