

Certificate of Excellence in Retail District Management:

A VIRTUAL MINI-MBA

with



KEVIN GRAFF

and



LINDA
MONTALBANO

GraffRetail
Driving Employee Performance

Welcome to the first of its kind. The comprehensive, and intensive, training every Retail District Manager needs and deserves. This 10-week virtual program is based years of training literally thousands of DMs for retailers across the globe.

Your Mini-MBA At a Glance:

- 10 weeks of intensive learning
- 1 hour per week of pre-recorded videos and lessons
- 1-hour LIVE lecture
- 2 Power Weeks that include 2 LIVE lectures
- 9 peer coaching sessions
- A comprehensive resource toolkit
- 10 weekly 'assignments' to complete and submit
- 1 Final project to prove your new abilities

Weekly Schedule

Monday	Tuesday	Wednesday	Thursday	Friday
Watch the pre-recorded lesson, and any 'pre-work' required.	Attend a LIVE virtual event on the week's topic	Work on your weekly assignment	Work on your weekly assignment	Meet with your cohort to share your work and receive feedback
Expected Time Investment: approx. 3 to 4 hours per week				

The Goal of the Program

To give the DMs the skills, information and tools they need to successfully lead their territory. For most DMs, this will be the only training they have ever received specifically designed for their role. In a fast-changing retail world, it's the DM who sets the tone, provides the direction and skill for their teams. This program shows them how.

About Your Program Facilitators

This program is led by two of the best-known retail trainers; Kevin Graff and Linda Montalbano. They have developed and delivered DM specific training for dozens of retail chains. They know what it takes to lead a territory, and how to get DMs to the next level of performance.

THE 'GENIUS' BEHIND THE APPROACH

In our classroom program, you come, you learn and leave. It's a pretty amazing event, but what happens after the workshop is for the most part, unknown.

Our Mini-MBA follows this comprehensive approach:

First: Flip it! The first thing done for every module is for the participants to learn some of the key content through watching videos, reviewing papers and more. They build a base of understanding even before the Live virtual event they'll attend.

Second: Clarify and Expand! Next participants attend a live virtual event where the content is both clarified and expanded. They have a chance to ask questions to ensure they fully understand the module.

Third: Apply it! Now comes the real learning. Each week participants are given tasks to complete in their territories that require them to actually apply what they've learned!

Fourth: Review and Feedback! Finally, participants will meet with their cohort of 10 other DMs to report back on what they've done, and at the same time, learn from everyone else in their group.

Fifth: Evaluation! Each week participants must submit a simple but important summary of their success during the week. A member of the Graff team reviews and tracks their progress towards graduation.

THOUSANDS OF DISTRICT MANAGERS TRAINED

We've been working with retailers since 1988. So, we know a thing or two about what it takes to build up the skills and confidence in Retail District Managers.

But, your Managers won't learn just from us. They'll be working side by side with dozens of other District and Territory Managers, sharing ideas and insights.

This is the training your District Managers need.

Relevant.

Impactful.

Proven.

Only 100 spots available.

Apply today

10-Week Curriculum

Week 1 (Feb 26):	POWER WEEK (2 Live Sessions)
	<p>1st: Introductions and Goal Setting You'll meet your personal cohort of 10 participants from within the larger community, and set your personal goals for the program</p> <p>2nd: The Blueprint for Success Learn the fundamental 5-step blueprint you need to leverage to get results from every store, and every team member</p>
Week 2 (March 4):	Becoming the Leader Your Teams Need
	<p>Discover how to grow into the type of Leader your teams will follow relentlessly.</p>
Week 3 (March 11):	Building a Motivated and Engaged Team
	<p>Create proven strategies to improve the morale and engagement level of your teams, and in the process elevate total performance.</p>
Week 4 (March 18):	POWER WEEK (2 Live Sessions)
	<p>1st: The Talent Leverage A comprehensive look at how to build and retain top performing teams.</p> <p>2nd: The Business of Your Business Learn the 'math' behind the retail business and leverage this new learning to make better decisions to drive results.</p>
Week 5 (March 25):	Log onto the event 10 minutes early
	<p>There's one way to run your stores: the right way! Learn how to have your standards followed and build a sustainable approach to achieving compliance through responsibility.</p>
Week 6 (April 2):	Creating Synergy from a Diverse Team
	<p>Learn how to get the best out of a workforce made up of multiple generations and lead them to success.</p>

10-Week Curriculum - continued...

Week 7 (April 8):	Performance Coaching
	Learn how to deal professionally and effectively with behaviours and results that aren't up to par and get back to success.
Week 8 (April 15):	Critical Thinking
	Discover how to apply what most senior leaders identify as the single most important skill to develop ... critical thinking.
Week 9 (April 22):	Executing Your Plans Flawlessly
	Discover a proven, step-by-step model for implementing plans in your stores that works.
Week 10 (April 29):	Final Assignment
	You'll be tasked to complete your Final Assignment ... a detailed Action Plan to drive better results from your teams, on every level
Graduation	
	We'll come back together to celebrate your accomplishments and provide you with your certificate.

Program Costs:

\$1,795

\$1,495 Early Adopter

\$1,595 RCC Discount