

# CERTIFICATE OF EXCELLENCE IN RETAIL STORE MANAGEMENT

*A VIRTUAL BOOTCAMP*

**GraffRetail**  
Driving Employee Performance



**MAY 4 - JUNE 12, 2026**

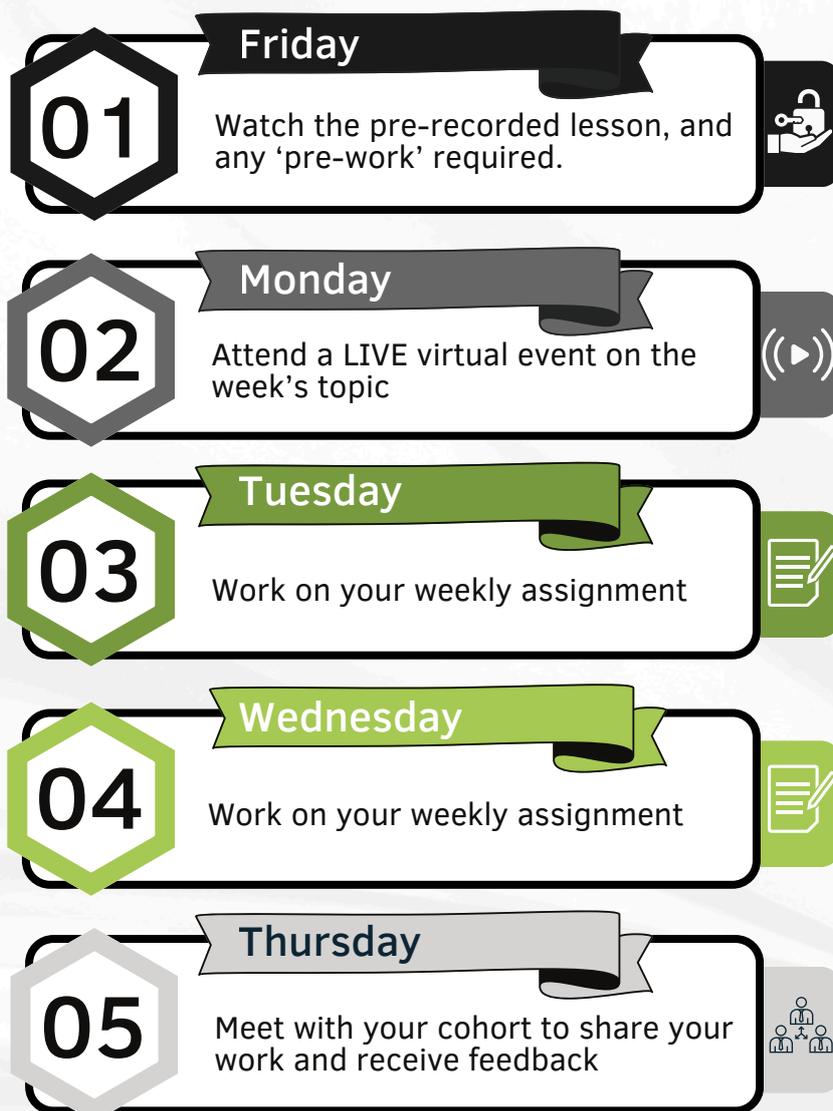
ENDORSED BY  
**RCC** RETAIL  
COUNCIL  
OF CANADA

Welcome to the first of its kind. The comprehensive, and intensive, training every Store Manager needs and deserves. This 7-week virtual program is based on years of training literally thousands of Store Managers for retailers across the globe.

## YOUR BOOTCAMP AT A GLANCE:

- ◆ 7 weeks of intensive learning
- ◆ 1-hour LIVE lecture
- ◆ 1 Power Week
- ◆ 7 weekly 'assignments' to complete and submit
- ◆ Bonus 1:1 coaching with Kevin and Linda each week
- ◆ 7 peer coaching sessions
- ◆ A comprehensive resource toolkit
- ◆ 1 Final project to prove your new abilities

## WEEKLY SCHEDULE



## THE GOAL OF THE PROGRAM

To give the Store Managers the skills, information and tools they need to successfully lead their store teams. For most Store Managers, this will be the best training they have ever received. In a fast-changing retail world, it's tougher than ever to be a Store Manager. Customers expect more. Staff demand more. And the bar keep raising with higher expectations for performance.



## 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 Store Manager specific training for dozens of retail chains. They know what it takes to lead a territory, and how to get Store Managers to the next level of performance.

## THOUSANDS OF STORE 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 Store Managers.

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

This is the training your Store Managers need.

Relevant.

Impactful.

Proven.



## 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:

**01**

### **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.

**02**

**03**

### **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 STORE MANAGERS to report back on what they've done, and at the same time, learn from everyone else in their group.

**04**

**Only 100 spots available.  
Apply today.**

## 7 - WEEK CURRICULUM

### (MAY 4): POWER WEEK (2 GREAT MODULES)

#### 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

#### 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

1

2

### (MAY 11): HIRING, AND KEEPING, THE BEST TALENT

You can't build store success without the right teams. Discover how to find the right talent you need, and then keep it in place.

### (MAY 18): BUILDING A MOTIVATED AND ENGAGED TEAM

Create proven strategies to improve the morale and engagement level of your teams, and in the process elevate total performance.

3

### (MAY 25): DRIVING YOUR METRICS

We all have them. Key metrics like conversion rate, average sale and more. Learn how to create and implement the right action plans that will drive your results higher.

4

**(Power Week) LIVE session:  
The Business of Your Business**  
This optional session is available for anyone that needs to better understand the 'math' that makes retail work. Margin, Inventory Turnover, Cash Flow and more.

## 7 - WEEK CURRICULUM ( ... CONTINUED)

### (JUNE 1): ACHIEVING COMPLIANCE ON YOUR STANDARDS

There's one way to run your stores: the right way! Learn how to have your standards followed every single day.

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### (JUNE 8): DEALING WITH PERFORMANCE PROBLEMS

Learn how to deal professionally and effectively with behaviours and results that aren't up to par and get back to success.

### 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.

## JUST A FEW MORE THINGS THAT MAKE THIS WORKSHOP OUTSTANDING

### GUARANTEED LEARNING

No one gets to just sit there and listen. The program is designed to have the participants apply what they've learned each week in their stores. Effective learning through putting new skills, tools and systems in place right away.



### ACCOUNTABILITY FOR ACTION

Each week participants meet with a peer group and have to share what they've implemented and learned. This not only drives accountability, it proves to them that they know what their doing.

### PEER LEARNING

Participants will be assigned to a peer group from within the program, and will meet virtually with them once a week to share learnings, outcomes and challenges. This peer learning component elevates the thinking and experience for all participants.



### THEIR OWN LEARNING PORTAL

Each participant gets their own learning portal, where they will find all the content they need, and upload their assignments.

**Program costs:**  
**\$795**  
**Early Bird \$695**

#### TO REGISTER

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

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

## TESTIMONIALS

Thank you for an incredible 7 week program. I will continue what I've learned and implement my action plans. Thanks to the Graff program I have the resources to lead my team to success.

Cody Kemp



Attending the class was truly enriching. It sparked numerous ideas and insights into various businesses and how we all tackle similar challenges and issues. I particularly relished the discussions within our peer group. I wholeheartedly endorse this program to any business seeking to elevate their operations to the next level.

Thank you, Team Graff

Armando Iaboni



The Certificate of Excellence in Retail Store Management program was a game-changer for me, empowering me to make decisions with confidence. I learned to strike a balance between expected behavior and what isn't acceptable, which has significantly improved my leadership skills. This certification has truly enhanced my ability to manage store operations effectively and foster a positive team environment.

