GraffRetail
Driving Employee Performance

CERTIFICATE OF EXCELLENCE IN

RETAIL DISTRICT MANAGEMENT

A VIRTUAL MINI-MBA



DATE :
February 8 – April 16, 2027

ENDORSED BY
RCC RETAIL COUNCIL OF CANADA

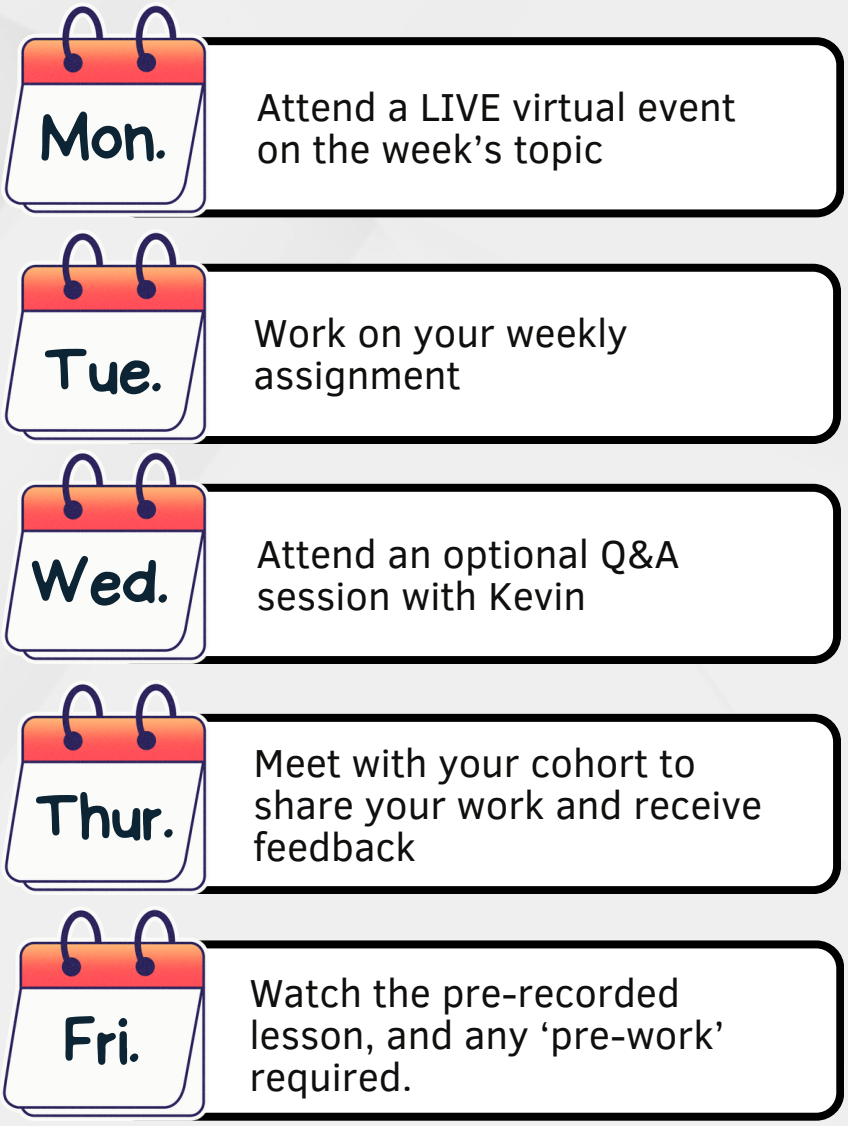
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Welcome to the first of its kind. The comprehensive, and intensive, training every Retail District Manager needs and deserves. This 10-week virtual program is based on years of training literally thousands of DMs for retailers across the globe.

YOUR MINI-MBA AT A GLANCE:

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

WEEKLY SCHEDULE



EXPECTED TIME INVESTMENT: APPROX. 3 TO 4 HOURS PER WEEK

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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.

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.

CONTACT: SOLUTIONS@GRAFFRETAIL.COM

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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 other DMs 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.

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10- WEEK CURRICULUM

FEB 8: POWER WEEK (2 GREAT MODULES)

1

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

FEB 15: BECOMING THE LEADER YOUR TEAMS NEED

2

Discover how to grow into the type of Leader your teams will follow relentlessly.

FEB 22: BUILDING A MOTIVATED AND ENGAGED TEAM

3

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

MAR 1: POWER WEEK (2 LIVE SESSIONS)

4

1st: The Talent Leverage
A comprehensive look at how to build and retain top performing teams.

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.

MAR 8: BUILDING A CULTURE OF RESPONSIBILITY

5

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.

MAR 15: CREATING SYNERGY FROM A DIVERSE TEAM

6

Learn how to get the best out of a workforce made up of multiple generations and lead them to success.

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10- WEEK CURRICULUM (... CONTINUED)



MAR 22: PERFORMANCE COACHING

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

MAR 29: CREATING A CLIMATE OF TRUST AND PERFORMANCE

Learn how to intentionally set the tone as the Leader, build trust before you need it and create an environment where people perform at their best.

APR 5: CRITICAL THINKING

Discover how to apply what most senior leaders identify as the single most important skill to develop … critical thinking.

APR 12: EXECUTING YOUR PLANS FLAWLESSLY

Discover a proven, step-by-step model for implementing plans in your stores that works.

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.

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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.

New Program costs:

$1,499 (original $1,795)

Early Bird Rate: $1,299

TO REGISTER
call : 1-905-842-1275 | email: solutions@graffretail.com
Or, click here to register online today!

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TESTIMONIALS

I've found the program extremely valuable for my development, equipping me with the necessary tools to effectively communicate my vision and foster a culture of responsibility and accountability aligned with our company's performance expectations. It also highlighted the importance of building strong relationships with my team to achieve the highest levels of customer service. Highly recommend!

Colin Smith

★★★★★

I just finished your DM course and it was amazing!! I learned so much and am using the course materials every day.

Donna Blackmore

★★★★★

This course proved to be an invaluable resource for me as a District Manager. Since attending the course, I have been able to implement these tools within my district, and I have already seen significant improvements in various areas. I believe this course will help me create, and implement, more strategic plans for success that are tailored to the specific needs of each store team and strengthen opportunity areas.

★★★★★