

Develop the Soft Skills you and your team need to improve your business

For Small Business Owners with Service & Sales Locations

3-Part Retail Mastery Program

retailu

Overview

This program will equip you with the practical skills to build HR and soft skills in your team. Through a blend of online modules, interactive exercises, and facilitated discussions, you'll learn how to cultivate your team's people skills and elevate your business through elevating your people.

Part 1: Ignite Live Team Building Development Day.

Part 2: Grow Virtual weekly Group Learning Calls and online courses focused on soft-skill development.

Part 3: Sustain Design and Build the tools to keep your business growing.

Soft - Skills

- ✓ Effective Communication and Attentive Listening
- ✓ Problem-Solving
- ✓ Coaching and providing supportive feedback
- ✓ Empathy and Curiosity
- ✓ Accepting others and inclusive leadership
- ✓ Conflict Management

Mindset and Self-Care

- ✓ How to overcome negativity
- ✓ Mindfulness building positive practices into your day



Tools

Workbooks
Job Aids
the Positive Effect



Resources

Retailu courses
Group Coaching Calls
Online Community Forum



Support

Facilitator Guides
Completion Tracking



Follow up

Weekly Live Call



Duration

Part 1&2 -12 weeks
Part 3 - depending on assessment



Part 1 & 2 Breakdown

IGNITE;

You will engage in a four-hour virtual session with April Sabral. This workshop is based on her Award-Winning Book, *The Positive Effect*. It serves as a team-building exercise and a development day to align and engage you in the process. This kickoff to the entire program sets the tone and expectations for the next 10 weeks.

GROW:

Following the initial workshop, you will be assigned retail online courses to complete before the weekly live group coaching call. There will be homework to complete before the calls, and each participant will be expected to come prepared to discuss what they have learned and how they are applying the lessons at work and in their business.

Timeline	Online Courses	Concepts	Tools and Resources
TBD	VIRTUAL - Introduction to Positive Leadership	<ul style="list-style-type: none"> Positive engagement formula Above the line/Below the line thinking Reframing your thoughts 	<ul style="list-style-type: none"> The Positive Effect Book LPLP Workbook
1 & 2 week follow up	<ul style="list-style-type: none"> Principles of Communication 10 Leadership skills every manager needs 	<ul style="list-style-type: none"> How to communicate Communication styles WHY Active listening matters 	<ul style="list-style-type: none"> Workbook
3 & 4 week follow up	<ul style="list-style-type: none"> How to be an effective Coach 5 Steps to Managing Performance 	<ul style="list-style-type: none"> When to Train, Direct or Coach Active listening SPOT Coaching model 	<ul style="list-style-type: none"> Workbook
5 & 6 week follow up	<ul style="list-style-type: none"> Conflict Management How to hold uncomfortable conversations comfortably 	<ul style="list-style-type: none"> What is your style? Constructive ways to diffuse conflict Collaborative WIN strategies 	<ul style="list-style-type: none"> Workbook
7 & 8 week follow up	<ul style="list-style-type: none"> How to build resilience and agility into your leadership Problem Solving 	<ul style="list-style-type: none"> Developing resilience Maintaining a Positive Mindset Coping with rapid change 	<ul style="list-style-type: none"> Workbook
9 week follow up	<ul style="list-style-type: none"> Teamwork makes the dreamwork 	<ul style="list-style-type: none"> Recognizing and Actions to tame the Bias Beast Act Leading with awareness Managing Conflicts 	<ul style="list-style-type: none"> Workbook
Bonus 10 week follow up	<ul style="list-style-type: none"> How to recruit, interview and hire successfully <i>Complementary:</i> Interview guide 	<ul style="list-style-type: none"> Reviewing resumes Getting prepared The Interview Reference checks 	<ul style="list-style-type: none"> Workbook Facilitator's guide Interview guide

Optional Part 3 – Will be offered to graduates needing more support

Sustain – Optional On going

In this part of the program, we work with you in building the right tools for your business; to sustain and continue to grow. We focus on your People, Processes, Presentation, and Service training and ensure your team has everything they need to be successful.

Here's how this works;

Current Needs Assessment: This is where we gather your current training materials, including vision, mission, and employee training Word documents, Google Docs, and any other templates you have created. This looks like a survey, gathering documents, and could include discovery calls.

Mapping – We then map out with you and design a road map with timelines and deliverables to ensure your business has everything you need to set your new and existing employees up for success. This could look like creating any or all of the following tools for your business. We then support you in building, training, and embedding this into your business; depending on requirements, timeframes will adjust.

On-boarding content

Optimal in-store layout to encourage customers to walk the entire store

Hot spot offerings

Eye catching window displays

In-store styling and best practices

Activations to increase dwell-time

Key touch-points for easy add-on sales

General retail experience (music, ambience, design, lights)

Pricing strategies and promotional offers

Values & culture

Recruitment strategies

Client journey mapping

Daily team briefings to ensure a winning mindset

Operational efficiencies

Team succession planning

Building high-performance cultures

Product storage organisation

Building customer loyalty

After-sales care

Team development & succession planning

Monthly View of program Outline per manager



Meet Founder of retailu, April Sabral

Former Retail Executive, 25+ years in industry-leading stores in the UK, USA, and CA for Holt Renfrew, DAVIDsTEA, Apple Banana Republic, Starbucks

Trained Retailers such as Jimmy Choo, L'Oreal, Victorias Secret International

Named as one of the Top 23 Entrepreneurs in NYweekly 2023

Named Top Retail Influencer 2023/2024 by Rethink Retail

Certified Coach with the John C/ Maxwell team and the World Association of Business Coaches

Top Selling Author 2X

Forbes Contributor and member of the Forbes Coaching Council

Founder of the Rise Up Retail Summit



Goals and outcomes

- ✓ Improved team and manager SoftSkills
- ✓ Improved team cohesion
- ✓ Retention and improved performance of current employees
- ✓ Clear expectations and metrics set up for your business
- ✓ Improved customer experience
- ✓ Improved team productivity
- ✓ Positive Team, Leadership, and Mindset

Our goal and objective is to train you while providing the tools and resources to sustain once we have completed the program.
We ensure your investment is not a one-time training day; it is ongoing and develops the skills within your business to help you and your team thrive.

Total Investment

PART 1: Included in the Group Coaching Program

Includes: Full Day Workshop led by a certified Coach (or Two Half days)

The Positive Effect Book and Workbook plus Cards

Reading Plan

Participant Book

PART 2: Included in the Group Coaching Program

Includes: retailu course access

Weekly Cohort Group Coaching - Every Tuesday at 4 pm EST for 10 weeks

This can be extended on a month-to-month basis for additional support

PART 3: OPTIONAL NOT INCLUDED IN THIS COHORT Build and Customize: This process starts with an assessment and is presented based on the business's needs.

EMAIL US DIRECTLY @ info@retailu.ca.

* Assessment and roadmap are included when you invest in part 1/2

All content development is hourly, but the project will be an agreed-upon needs assessment for a general Idea Content Creation rate of \$55 per hour. You own all the content and can update it periodically as needed.