

David Sobey Centre

LEADERSHIP DEVELOPMENT FOR DISTRICT MANAGERS

May 7 - 30, 2024

Online Program

**David Sobey
Centre** FOR INNOVATION IN
RETAILING & SERVICES



**Sobey School
of Business**
Saint Mary's University

PROGRAM OVERVIEW

District Managers (DMs) and Regional Vice Presidents play a vital role in the success of retail companies. They often operate as the voice of the company, carrying the P&L responsibility for their territory. DMs are a vital link between head office and stores. They have the responsibility to translate corporate strategy into actions at the ground level while taking feedback from the ground level to influence strategy. DMs often have great potential for more senior roles. This program is designed for DMs, Regional VPs, and high-potential store managers to elevate their performance and prepare them for greater responsibility.

PROGRAM OBJECTIVES

Program participants will gain the knowledge and skills to achieve the following outcomes:

- **Leading** - Demonstrate excellent leadership skills and lead their teams to success.
- **Strategizing** - Think strategically and translate corporate strategy into action.
- **Decision-Making** - Learn to use insights and make evidence-based decisions.
- **Team Building** - Learn to create a high-performance team.
- **Coaching** - Mentor and coach store managers to achieve the desired outcomes.
- **Executing** - Inspire store operators to execute brilliantly and produce goals and financial outcomes for the business.

LEADER

PROGRAM FORMAT

The program is taught by retail industry experts and academics with deep subject matter knowledge. It offers strong conceptual knowledge with practical applications.

Participants will leave the program with a completed workbook that can become their "operating manual".

Case analysis, group activities, and discussions will provide an engaging learning experience. Peer-to-peer learning is another unique aspect of our programs.



WHO SHOULD ATTEND?

District Managers, Regional Vice Presidents, and high-potential store managers would find great value in this program. We recommend that each sponsoring organization send a group of participants to ensure maximal benefit during breakout activities. We welcome senior leaders of sponsoring organizations to attend the first module on leadership, which is complimentary.

PROGRAM DELIVERY AND DATES

The program is delivered online in eight 3-hour sessions, two sessions per week. Sessions run Tuesdays and Thursdays from 1pm to 4pm Eastern.

Program Dates: May 7 - 30, 2024

PROGRAM OUTLINE

Session 1 - May 7, 2024

Leadership Skills for District Managers

- Developing the Attributes of a Great Leader
- Developing a Vision
- Being a Transformational Leader

Session 2 - May 9, 2024

Leadership in Practice

- Leading Self – time management, weekly recalibration, attention management
- Communication – active listening, committed action
- Leading in the extremes – e.g. empowering and controlling
- Performance Coaching and Feedback

Session 3 - May 14, 2024

Strategy

- Corporate strategy and strategy development process
- Implications and opportunities for execution for District Managers and Operations
- Bridging the gap between strategy and execution
- Developing regional strategies

Session 4 - May 16, 2024

Customer Centric Retailing

- Creating Engaging Customer Experiences in Stores
- Understanding Customer & Market Trends
- Influences on Customer Decisions
- Team Member Training – Product Knowledge and basket building

Session 5 - May 21, 2024

Human Capital: Systemic Perspective

- Understanding the role of psychological factors in employee/manager performance
- Communicating and influencing change
- Application to the group case and participant situation

Session 6 - May 23, 2024

Human Capital: Team and Employee Perspective

- Finding, developing, and retaining talent
- Developing your human capital plan
- Develop human capital action plans for the district

Session 7 - May 28, 2024

Leveraging Data

- Data sources, quality, data use, and management practices
- Measuring the right things (what gets measured gets managed)
- Leveraging insights from data for evidence-based decision-making
- Analytics and KPIs for comparison of stores, identification of problems and opportunities

Session 8 - May 30, 2024

Store Visit and Performance Management

- Planning Process – schedule v. ad hoc visits
- Weekly/monthly business reviews
- Pre-walk prep, conducting the walk, debrief
- Leveraging talent across your district/region

INSTRUCTORS



DOUG EICHHORN

Doug Eichhorn is a thirty year retail veteran who currently serves as the Vice President of Change Enablement for Whole Foods Market. Doug leads a team of Change Management Leads, Business Analysts, Project Managers, and the functions of Operational Training and Communications, and Store Communications. Prior to Whole Foods, Doug was Sr. Director of Integrated Planning and Execution at Lowe's Home Improvement. While at Lowe's, Doug held positions in Store Operations, Marketing, Merchandising, and Space Planning. Doug has earned his Professional Project Management certification, holds a Lean Six Sigma Greenbelt from Purdue University, PROSCI Change Professional Certification, and is a Customer Experience Certification Advisor for the University of Houston. Currently, Doug facilitates Stagen Foundational Leadership Course for Whole Foods and has earned a Masters in Christian Ministry and a Certificate of Organizational Leadership from Liberty University.



MARK YATES

Mark Yates is a seasoned professional with over 20 years of experience in companies such as Loblaws, Empire, Citco, and Eastlink, specializing in analytics for the transformation of data into powerful information. These principles facilitate evidence-based decision making for a strategic and disciplined approach to planning and execution. He empowers organizations to better operate their business by evaluating operating models to assess where opportunities or deficiencies may lay. Mark relies on extensive experience applying statistical methodologies to implement solutions that provide insights to support decision-making.

INSTRUCTORS



DR. KEVIN KELLOWAY

Dr. Kevin Kelloway is a prolific researcher having published over 200 articles, book chapters, and technical reports in addition to 14 authored/edited books. Active in several professional societies he is Past-Chair of the Canadian Society for Industrial/Organizational Psychology and in 2016 was President of the Canadian Psychological Association. As a consultant, Dr. Kelloway maintains an active practice consulting to private and public sector organizations on issues related to leadership, occupational health psychology and human resource management. Kevin is a founding principal of Evidence-Based Solutions; a consulting firm specializing in the design, delivery and evaluation of organizational solutions. Kevin is one of the leading experts in transformational leadership, which deals how leaders can support and motivate employees to innovate and champion change for organizational success.



BRYNN LEARD

Brynn Leard is an experienced retail professional with over 15 years of experience. She was most recently Vice President of Customer Strategy at NSLC. She was previously Vice President of Clear Cell, a company that assisted retail company executives become better decision-makers by drawing insights from data analytics. Brynn started her career as a category manager with a large retail company. Brynn has been associated with the David Sobey Centre from its inception and teaches in the RISE program.

INSTRUCTORS



DR. DAVID S. WEISS

Dr. David S. Weiss, ICD.D is President and CEO of Weiss International Ltd., a firm specializing in innovation, leadership, and HR consulting for many Fortune 500, social enterprise and public-sector organizations. David has provided consulting on more than 1000 business and organizational projects on five continents. and He is the author or co-author of seven books including Innovative Intelligence which was reported by CBC News as a "top 5 business book" in the year it was published and Leadership-Driven HR, which was listed by the Globe & Mail Report on Business as a bestseller in the year it was published. Previously, Affiliate Professor of Rotman School of Management, Senior Research Fellow at Queen's University, and VP and Chief Innovation Officer in a multinational consulting firm, David currently teaches at four university executive development programs.



DR. RAMESH VENKAT

Dr. Ramesh Venkat is the Director of the David Sobey Centre for Innovation in Retailing and Services and an Associate Professor of Marketing. He was formerly Associate Dean of Masters Programs and Director of the Sobey MBA Program. He has published over 50 articles and reports on topics such as online marketing, customer engagement, customer satisfaction, customer experience and brand strategy. Ramesh is the author book on online marketing. He has co-authored chapters in several marketing books. He is working on a forthcoming book on brand strategy in a digital marketplace. Through his company CeQuotia, Ramesh offers customer experience measurement and retail analytics solutions.

CERTIFICATION

Participants will be awarded an official certificate upon completion of all eight sessions and a final exam passing grade of at least 80%. Participants will be given 1.5 hours to complete the online, multiple-choice exam.

REGISTRATION

Cost:

\$2,950 + 15% HST

Discount:

\$250 off per person if registering 3 or more participants

To Register:

Please Email

davidsobeycentre@smu.ca

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