

# Transforming Retail

## Humans

### Retail Support Center Education

Is the mission of your organization consistent between the front-line and the support center? How often does an individual from the shop floor desire to work in the head office? Often times, they discover a very different environment, bearing little resemblance to where they came from. H.E.L.P.<sup>TM</sup> aims to minimize the chasm between the support center and front-line retail teams. It creates a system for organizational problem solving and a feedback-oriented approach to resilience building. It reframes purpose through the use of **sensory empathy** and structured language techniques.

### Not the Buzzword Version of Empathy

How many times have you heard thought leaders, organizational coaches, or your favorite motivational speaker use the word empathy? Progress Retail's retail education suite has featured empathy at its core for 28 years, long before it was the buzzword it is today. The primary undertone of H.E.L.P.<sup>TM</sup> is creating perspective towards two distinct customers: the individual working in the store, and the purchasing customer. Utilizing the same behavior re-patterning tools as C.A.R.E.<sup>TM</sup>, H.E.L.P.<sup>TM</sup> creates a mindset shift in the learner, and exposes the meaning of their role.

### Cross-Functional Decision Making

At Progress Retail, we don't believe there are two retails. The omnichannel stir has created silos in retail organizations across the globe, and the fractures in the foundation have already begun to show. H.E.L.P.<sup>TM</sup> focuses



on several common retail projects, and through the use of empathy, delivers the perspective of the many stakeholders that receive handoff throughout the lifecycle of any given project. At the root of successful execution is transparent and thorough feedback, and this is exemplified through relevant examples such as store openings, store closings, new merchandising campaigns, store renovations, and sales promotions.

### Not a Silver Bullet Training "Program"

Because we have over 80 years of combined retail experience, we know there are no silver bullets. H.E.L.P.<sup>TM</sup> is business education that is optimized for a retail support center, and it clearly sets a minimum standard for how individuals in an organization operate, communicate, and therefore behave. It delivers personal improvement strategies that scale to the workplace, and it includes systemized tools often found in MBA programs. H.E.L.P.<sup>TM</sup> widens the lens of the learner, enabling empathy towards the purchasing customer, front-line customer, and their peers. Beyond that, through our Retail Human Capital Platform, we enable you, the retailer, to regularly create the much needed additional content that will deepen the engagement of your workforce.

## Our Sensory Inputs & Temperament

When managing a team, have you been conscious of each individual's learning style, sensory makeup, and temperament profile? If not, it's likely that you were unable to optimize the delivery of information, and therefore they were managed ineffectively. We believe this is critical education, that when combined with our [Retail Human Profiler](#), enables your organization to integrate this valuable data with their overall learning, performance, and career journeys.

## Building Resilient Internal Succession

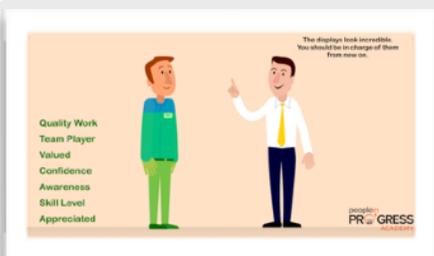
Team dynamics are a large emphasis of H.E.L.P.™. The individual functions of your organization require a basic framework for providing constructive feedback, and delivering consistent praise. This is a management skill, that is best developed before one becomes a manager. The core of Progress Retail's Retail Education Suite is to instill a sense of community, purpose, and bonding between the learner and their employer. This creates internal succession planning which almost always creates a stronger culture.

## Curriculum

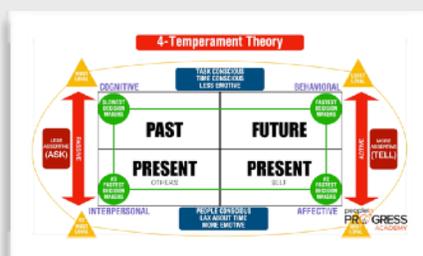
H.E.L.P.™ is comprised of nearly four hours of video content, twelve PDF support documents, and over 25 quizzes spaced throughout the 11-Section program. Sections include:



- The Customer of a Retail Support Center
- The Hidden Chasm Between HO & Stores
- The Difference Between Empathy & Sympathy
- Five Whys & S.O.L.V.E.
- Thoughtful Communication that Works
- Increasing Resilience through Feedback
- Building a Powerful Brand
- Individual Learning Styles
- Individual Temperament & Sensory Profile
- 4-MAT Model
- Future Proofing Your Function
- Department Budgets & Finance



7:1 Feedback Ratio  
Section 9:  
Team Dynamics &  
Building Resilience



Origin of Temperaments  
Section 6:  
Four Temperament  
Theory



Retail Format  
Section 8:  
The 4-MAT Model