



## **Mann University Retail Education Program: Leadership & Profitability**

December 9<sup>th</sup> – 11<sup>th</sup> 2014

January 12<sup>th</sup> – 14<sup>th</sup> 2015

February 16<sup>th</sup> - 18<sup>th</sup> 2015

The Mann Group has designed a unique and innovative approach to specialty retail leadership training. After attending our 3 day program of structured courses and outdoor activities in Asheville NC, you will have impactful tools and understanding to inspire, lead and drive profitability in your store.

***Class size is limited and focused on the leadership development of each participant.***

**What you can expect:** 3 days filled with compelling insights on specialty retail leadership, retail tactics, retail profitability, small group interactions using our proprietary ORBT training methodology .... proven to be the most effective approach to changing adult behavior. In addition to the educational curriculum, we will also offer season specific outdoor activities in the heart of the Blue Ridge Mountains.

**Your course of study:** 8 modules focused on visionary leadership principles in the specialty retail industry and the direct correlation to profitability, and staff member productivity.

**Who is right for this program:** The Leadership & Profitability program is designed for specialty retail owners and management in the outdoor, cycling and running industries who are looking for a strategic vision and personal leadership skills for stronger and sustainable results.





## LEADERSHIP & PROFITABILITY CURRICULUM



### Leading with Impact

- Traits-Level 5 leader (Good to Great)
- BAM (Behavior & Motivation) Analysis
- Achiever (Dr. Jerry Bell)



### Motivate and Lead as a Player/Coach

- Leaving a Legacy (Bench strength)
- Gentle Pressure Relentlessly Applied
- Understanding the Two types of Motivation
  - \*Protective Motivation
  - \*Achievement Motivation
  - \*How to work with both types



### The Confident Communicator

- Effective Listening
- Obstacles to Effective Communication
- JWD Discussions--*the single most effective tool for Store Leadership*
  - \*Outline and Techniques



### Strategic Leadership for Results

- "Show Me"
- Evaluating the Talent
- Effective Feedback
- Your Personal Effectiveness
  - \*Work the floor
  - \*Daily work lists
  - \*Best Practices
- Pareto Principle (Coaching your best performers)



### Leading Change and Team Building

- Recruiting (who is the ideal candidate?)
- Selection (The ideal interview process)
- Interviewing Workshop
- Effective use of a Probationary Period
- Termination Process (with workshop)



### Brand = Essence Of Job

- What is Your Brand Promise?
- What is the Function vs. Essence of a job?



### Retail Math

- 5 Essential KPIs to Measure
- How to Look at Your Numbers
- How to Measure Employees Performance



### Reintegration

- ROI & Going Home
- The Boss Meeting
- Team Game Planning
- Professional Development





## MANN UNIVERSITY

### *Billing Information*

- **Fee:** \$3,500
- Class size is limited to 20 students
- Price includes class materials, hotel, all meals, activity fees, travel to and from Asheville Airport
- Price does not include airfare

Student Name: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile #: \_\_\_\_\_

Other Contact #: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Credit Card CVV #: \_\_\_\_\_

#### **What past attendees are saying:**

*"I'm leaving here with nuggets  
I'll never forget."*

*"Should be considered by any  
business that has a desire to  
Move forward."*

*"Thank you sincerely for the chance  
to be a part of such a terrific  
experience."*

**#MannU14**

**#MannU15**

**We look forward to  
seeing you soon!**

If you have questions or need further information, please contact:  
**Leslie Cunningham** – 1-800-936-3049 ext 701

