



Multi-site Retail Management

Sydney
10-11 May 2007

Melbourne
17-18 July 2007

The 2-day Multi-site Retail Management program is designed to develop retail managers who are taking on greater responsibility for team or multi-site management. This program provides participants with practical lessons as well as an understanding of their own management and leadership style and its impact on communication, team building, motivation and retail culture.

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Overview

The Multi-site Retail Management program takes experienced managers in the retail and consumer marketing sectors to the next level by giving them an understanding of the key pre-requisites and success factors for the implementation of strategic plans, and the realisation of business goals. Of particular value is a professional diagnostic tool - the Strength Deployment Inventory®, that gives a unique and personal insight into each participant's own leadership strengths, management priorities and communication strategies.

Multi-site Retail Management program is a highly interactive and pragmatic program, with participants working through a number of presentations, case studies and exercises that look at the evolving retail and consumer environments, and explores leadership in action for those charged with greater responsibility for delivering results.

While this program is offered as a 2-day public program, many retailers also take advantage of the opportunity to customise it as an in-company program, incorporating additional modules, sector specific examples and flexible delivery options.

Objectives and content

After completion of this program, participants will have an understanding of:

- The changing nature of the retail industry and the consumer landscape
- Factors that influence the success of retail strategies and initiatives
- The relationship between culture and performance
- Their personal leadership and communication characteristics using the Strength Deployment Inventory®
- Effective leadership in the retail environment.

Day 1

Retail evolution

- Trends, forces and changes in the retail and consumer environment, internationally and nationally.

Multi-site management

- Managing multi-site: focus, priorities and performance
- The nature of leadership in a new retail age
- Leadership challenges in your own environment
- Retail organisational leadership cases.

Culture

- Organisational culture and leadership.

Assessing leadership, management and communication style

- The Strength Deployment Inventory®
- Your leadership and communication position.

Day 2

Basic value systems and conflict styles

- Recognising strengths in yourself and others
- Implications for situational leadership effectiveness
- More effective leadership by responding to differing basic value systems.

The challenge of change

- Winning hearts and minds
- Overcoming resistance
- Getting the message through using culture, education and communication.

Leadership in action

- Case study analysis
- Presentations.

Who should attend?

Suitable for:

- Experienced store, department and team managers
- Group, area or multiple site managers
- Managers in support office roles including HR, Logistics, Merchandise, Operations, Finance, Administration and IT.

Delivery

The program is conducted in an interactive workshop style by an experienced ACRS facilitator, using practical exercises and case studies designed to complement on the job learning. Participants will be required to present case study analysis back to the group.

This program is also available as a customised in-company program offering flexibility in timing, content and venue at a negotiated price. The program can be structured by combining a range of available modules in addition to those that form part of the public offer.

Dates, venues and fees

Date	10-11 May	17-18 Jul
Location	Sydney	Melbourne
Time	9am – 5pm	9am – 5pm
Course Fee	\$1350 for ACRS Members and Research Sponsors, \$1500 for non-members. All prices include GST.	

Information and registration

For further information please contact Program Director Steve Ogden-Barnes at the ACRS. To register please complete the attached registration form and return to the ACRS by fax or mail.

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