

Shopfloor to Boardroom

Final Report from the Complete Research Study, 2007



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“I think a lot of people think it’s a menial job at a menial company; there is no challenge, nothing to strive for and its beneath them.”

“Looking back on it now I wish I had been more upfront about where I see my career going, this is what I want to do... but I didn’t have a clear goal I guess I just knew that I wanted to succeed and go further.”

“I think mine was more, and this is going to sound ridiculous, but I remember the thing that I had trouble with the most was being lonely. It’s the wrong terminology, but it was like I’m so used to all day being surrounded by customers, being surrounded by other staff members, other managers calling me for information, the store next door dropping in, all that kind of thing. To all of a sudden I was sort of on my own I guess, I felt a little bit lost I guess in a sense to start off with.”

“I fell into it – it was something that just happened. It was good luck rather than good planning.”

“Yeah, no, I think the opportunities are there, it just depends on the individual. You’ve got to sort of get off your butt and go after it.”

“I think retail is just generally seen as the job you do until you get the real job, so I think a lot more needs to be done to promote retail careers, and that there are lifelong careers that you can have within retail.”

“Yeah I don’t think people consider retail as a career option at all... which is a real concern for us, especially being in recruitment, no one cares about retail when we go to the expos because they don’t often look beyond the stores, they think it’s all about being a check out chick... I just don’t think retail is up the top of their list for a career.”

“I don’t think retail is ever a career of choice, it is something you definitely just fall into. I mean I don’t know anyone who says, ‘I want to work in retail when I grow up.’ It is seen as the career of last resort.”

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