



Client Story

Leadership Program

Retail

Outcomes

- Insight into Complexity of Role
- Realistic Experience
- Post-Workshop Tools for Performance Support



Challenge

A large retail chain needed to prepare individual contributors (Merchants), who were measured on their individual capabilities, into effective Merchandising Managers in a remarkably complex leadership role whose success is measured based on the skills of their team.

Merchandising Managers hold one of the key strategic roles in the organization as they are the ones who decide which products the stores carry, and by extension, define what people wear, carry, and put into their homes. Merchandising Managers need to effectively manage the demands of the business, the demands of the Merchant team, and ultimately, drive success by making their team successful.



Solution

PDG worked in collaboration with Merchandising Managers and other retail executives to develop a workshop to be rolled out to high-potential Merchants considered to be on the Merchandising Manager track.

The workshop provided participants with coaching and training on critical business and leadership concepts, and the opportunity to apply and practice learned concepts in a simulation. Designed as a multi-episode simulation, participants work in collaborative teams and interact with video-based vendors, peers, and team members. Decisions participants make impact how the story plays out, giving them insight into the correct application of Best Practices, and likely outcomes. Participants also receive detailed feedback on their simulation decisions, as well as coaching from leadership experts.