



**MOHR RETAIL**  
EVERY DAY IS A CHANCE TO LEARN MOHR

## Our Business is Retail Learning and Talent Development

**MOHR Retail** is the most experienced retail training and consulting firm on the planet. Since our founding, retailers of all categories have relied on MOHR Retail's training programs to fuel their success—because they know that we know retail like no one else.

Retail isn't a facet of our business; retail is our business, just like it's yours.

We help successful retailers develop **the critical people-to-people skills needed to create results in the retail business.**

We've been there, navigating market shifts, economic cycles, and changing consumer preferences, from the rise of ecommerce to omnichannel and socially connected shoppers. Regardless of these external changes, it's your people who make the difference. Our focus is on helping them create a positive impact every day for their customers and your business.



## The MOHR Retail Difference

**Expertise in dynamic and proven learning methods:** *We leverage interactive, real-world learning strategies tailored for retail.*

**Deep understanding of the critical people-to-people skills:** *We know what makes or breaks a retailer's success.*

**Decades of real-world retail experience:** *Our approach blends in-the-trenches retail expertise with up-to-the-moment research, innovative tools, and a highly personalized, consultative approach.*

These are not qualities you will find in most companies. But they are part of the MOHR Retail DNA.

Through our work with leading retailers and our national retail research projects, we continue to stay on top of trends so that we can provide targeted, retail-ready, and customized training and consulting solutions for:

- Retail Multiunit Leaders
- Store Leadership Teams
- Support Center Leaders
- Buyers and Merchant Teams
- Sales Associates
- Senior Leaders
- National Retail Meetings
- And more

### MAXIMUM ROI AND IMPACT

- Innovative blended learning approach designed for the realities of the retail environment
- Virtual and in-person classroom workshops
- Online learning
- Assessments
- App-based microlearning with gamification
- Coaching and consulting services

"MOHR Retail Multi-Unit Leadership training has **empowered us to prioritize action-based behavior change, positively impacting our business results.** Our club visits are now well planned, structured, and consistent, resulting in enhanced overall execution. This has improved both our company culture and our member experience."

Bruce Edwards, CEO  
Core Development and Management  
Planet Fitness Franchisee



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## WHY RETAILERS CHOOSE MOHR RETAIL AS THEIR TALENT DEVELOPMENT PARTNER

**A team steeped in retail:** We have been in your shoes. Our leadership, design, business development, and facilitation teams and coaches have all built successful retail careers and bring real-world insights to every engagement.

**Relevance and resonance:** We take the time to understand your organization before we train your team. Every MOHR Retail experience reflects your culture, language, values, and strategic objectives. This collaborative process ensures buy-in and drives behavior change.

**Participants see the difference:** Participant engagement scores for our training programs consistently exceed 85%. **100% of participants** would recommend our workshops to colleagues within and outside of their organization.

**Proven, practical tools for leadership and relationship-building:** All MOHR Retail leadership training programs include the Everything DiSC® on Catalyst profile, a powerful tool helping participants enhance self-awareness, understand how they communicate, and how to adapt to the styles of others to be a more inclusive, effective leader.

**Science-backed approach for lasting growth and impact:** One-time events do not change behavior. Our learning experiences include app-based microlearning before, during, and after the workshop to reinforce skills and strategies. In just three minutes a day, team members sharpen their skills and apply what they learn. The app's gamification and leaderboards keep engagement high, with organizations tracking 15-25% knowledge growth post-training.

**A holistic view of retail talent development and succession:** Our core “role of the leader” curriculum addresses the skillsets and challenges of every level of retail leadership—from emerging leaders through the C-Suite—to strengthen your leadership pipeline, build a common leadership language, promote consistency in performance management, and create more opportunities for internal promotions and sustainable growth.

**An investment in your team's success:** We offer free, one-hour kick-off meetings for all virtual deliveries/implementations prior to the first training session. These kick-off sessions are valuable opportunities for you to reinforce your commitment to investing in and growing your people.

**EVERY DAY IS A CHANCE TO LEARN MOHR:** Visit us at [MOHRRetail.com](https://mohrretail.com) for detailed information about our learning solutions and additional retail resources, tools, events, and research.

