



- Scenario-Based, Facilitator-Led Learning Sessions
- Technology-Based Microlearning & Online Skill-Building
- DiSC® Personal Insights

Today's retail environment is shifting rapidly, demanding more from store leaders than ever before. Store managers, assistant managers, and key leads must navigate evolving customer expectations, operational complexities, and workforce dynamics while keeping their teams engaged and delivering exceptional results.

Retail Store Leadership (RSL) equips retail leaders with the interpersonal and coaching skills they need to inspire, develop, and retain high-performing teams. Grounded in national retail research, RSL provides actionable strategies and proven techniques to strengthen leadership impact, drive execution, and create a culture of accountability and performance—regardless of the challenges ahead.

Role of the Leader

- Leverage the Motivation Cycle to inspire and elevate store associates from average to excellent.
- Flexing Leadership Roles to adapt approach based on the needs of the individual.
- Differentiate Leading vs. Managing to drive engagement and execution.

Developing Your Leadership

- DiSC®overing Your Leadership Style: Utilize online Personalized DiSC® Communication Style Report to enhance communication effectiveness.
- Mastering the Four Critical Communication Skills, regardless of style.

PERFORMANCE SITUATIONS:

Participants will train on four key performance situations through instructor-led deep dives, interactive exercises, and real-world skill practice, reinforced by daily mobile app reminders and reinforcement questions:

Setting Performance Expectations

Part of onboarding, role transitions, and new process rollouts—ensuring associates understand standards, training, and evaluation methods to drive success.

Improving Below Standard Performance

Helping underperforming associates identify challenges and develop their own solutions to regain motivation and get back on track.

Effective Floor Supervision

Using guideposts and tools to read cues and respond appropriately and make strategic decisions that impact the customer's experience.

Coaching in Real Time

Providing immediate, effective coaching with proven strategies that drive performance, reinforce expectations and support growth.

DELIVERY OPTIONS: Virtual (Eight two-hour virtual sessions) Onsite Classroom (Two-day workshop)

COST: \$995 per participant includes facilitation, DiSC®, and 100-day pre & post-training microlearning reinforcement app, participant tool kit with post session on the job tools. All virtual sessions include a producer and participants will receive an e-participant tool kit. *(a virtual producer supports all virtual workshops to eliminate technical challenges, enhance participant learning and engagement to ensure a seamless experience)*

BEFORE THE SESSIONS

- **Everything DiSC® Online Survey:** Foundation for learning, application, and change.
- **Communication Skills & Style Microlearning with Level 1 Questions:** Applied to all modes of communication store leaders use.

AFTER THE SESSIONS

- **Level 1-3 Reinforcement Questions with Gamification and Competitive Leaders Board:** 90-Day mobile app access to maximize application, retention and knowledge growth post session.
- **RSL Microlearning Reinforcement Videos:** 21 focused reinforcement videos on mobile app for 90-days.

Contact us to learn more: info@mohrretail.com 1-833-866-MOHR (6647) | [MOHRRetail.com](https://mohrretail.com)

Advanced RSL Sessions

- Each Advanced topic is facilitated in two 2-hour virtual or one 3 ½-hour onsite instructor-led workshops.
- **Prerequisite Training:** RSL Core Role of the Leader

Delegating to Develop



Supervisors can grow their team by strategically assigning projects that stretch their skills and giving them added authority to make better decisions. Participants learn how to assess readiness and evaluate authority levels, selecting real-life situations to practice during the session. Includes a video model.

Getting Commitment to New Initiatives



Many initiatives that leaders must communicate come from the DM, corporate, or others outside the store. Participants learn to communicate a priority or expectation and ensure associates commit to fully supporting and achieving their goals. They learn strategies for communicating one-on-one and in group meetings, applying the Communication Skills to create a motivated, dedicated team.

Resolving Team Conflicts



Store Leaders often avoid conflict, but they need to be comfortable resolving disagreements between team members to get business back on track. This strategy helps store leaders become skillful at uncovering issues, listening to both sides, and building a solution both sides own, can commit to, and will be accountable for.

Professional Sales Coaching



This module equips leaders to create a proactive selling environment that encourages goal achievement. They build skills to motivate and build their salespeople's confidence and commitment to goals and learn how to identify challenging areas before failure occurs.

Advanced RSL Sessions:

- **Cost:**
 - \$200/person per module
 - \$375/person for two modules
- Minimum of 10 participants
- Includes custom live model scripts, post training engagement, and 90 days post-training microlearning reinforcement

Additional Services

- **RSL Train-the-Trainer** (trained to deliver RSL in a virtual and/or onsite classroom): Available for companies with 150+ participants.
- **RSL Senior Leader Executive Overview (\$5,500):** 3 ½-hour virtual or onsite delivery, includes DiSC® profile, pre-work, and 90-day online reinforcement for up to 15 senior leaders.
- **RSL Public Workshops:** Visit our website to view the schedule of upcoming public workshops.
- **One-on-one executive and team coaching** is also available via our national network of professional leadership coaches.