



Giving a Store Talk



Intent

To ensure that the Senior Asst. Manager and AOR Asst. Managers can deliver engaging and effective Weekly Store Talks

Audience	Sr. Asst. Mgr., 5S Asst. Mgr., Marketing Asst. Mgr., Store Manager, Workflow Asst. Mgr.
Schedule	Add time for this talk into your weekly schedule. You should allow 30 minutes to include extended discussions that may occur.
Prepare	<p>Prior to the talk:</p> <ol style="list-style-type: none"> 1) Print and review this talk. 2) Print copies of next week's talk to hand out during the talk. 3) Review the Weekly Store Talks page on the KC. 4) Determine how to include Weekly Store Talks in your Saturday huddles. 5) Plan how you will follow up and support your people to deliver these talks.
Deliver	<p>Our customers have identified areas of opportunity for our stores to improve. It's your job to make sure that your team understands the value of having these conversations regularly. Explain how these actions and behaviors affect the gauge(s).</p> <p>Make this talk real for your people and relevant to your store. Bring your energy to the talk and engage everyone to discuss challenges honestly and come up with solutions. Set clear expectations for your team.</p> <p>You will be modeling the behavior you expect from them when they give a talk.</p>
LMS	After the talk, have every participant log into the LMS and complete the acknowledgment.
Follow up	Coach and observe your people deliver talks.

Expectation, Purpose, and Goal

Explain: Store Operations has set an expectation for us to schedule and deliver talks in our weekly Saturday huddle. Our customers have identified the areas of opportunity for stores to improve. The topics are chosen based on this customer feedback.

During each talk, we will discuss a CES or service Best Practice and how it helps us improve the Customer Experience. Use this time to give the team a chance to talk openly about challenges we face delivering on the actions and behavior, and to come up with solutions to improve our performance.

Do: Show the Store Talks video.

Ask: What do you think? Get feedback from your team and address any concerns.

Answers

Question 1: What expectation has Store Operations set for us for Weekly Store Talks?	<ul style="list-style-type: none"> • Schedule and deliver in weekly Saturday huddle • Discuss a CES or service Best Practice • Improve our performance in the Customer Experience • Improve CDI
Question 2: What will we talk about in each talk?	<ul style="list-style-type: none"> • Discuss CES or service Best Practice • Talk about challenges delivering on the behavior • Come up with solutions to improve our performance

Who delivers each Weekly Store Talk?

Explain: One of us will deliver each talk, according to our AOR responsibility. This responsibility is displayed in the upper right corner of each talk.

Explain: When it is your week to deliver a talk, go to the Weekly Store Talks page on the KC on Wednesday or Thursday.

Click the link on the calendar to open the talk in the LMS.

Print the talk out and complete the acknowledgment in the LMS.

Prepare for the talk you will deliver in the huddle on Saturday morning.

Explain: **Next in Bay** is one of the talks coming up soon.

Do: Hand out copies of the **Next in Bay** or other Weekly Store Talk for everyone to review.

Do: Open the Weekly Store Talks page on the KC and give everyone a chance to review it.

Do: Make sure everyone understands the icons (on this page) and on the KC page that show who is responsible for delivering each talk.



5S Asst. Mgr.



Workflow Asst. Mgr.



Marketing Asst. Mgr.



Sr. Asst. Mgr.



Store Manager

Answers

Question 1: Who is responsible for delivering the talk I just handed out? How do you know?

- Look at the AOR role in the upper right corner of the talk.

Question 2: What do you do when it is your week to deliver a talk?

- Go to the Weekly Store Talks page on the KC on Wednesday or Thursday
- Click the link on the calendar to open the talk in the LMS
- Print the talk out and complete the acknowledgment
- Prepare for the talk

Delivering a Successful Talk

Explain: Here's how to deliver a successful talk:

1. Prepare for the talk ahead of time.
2. Personalize this talk for your team. Has anything happened recently in the store that is relevant?
3. Bring your energy to the talk and engage everyone. Make sure they understand why our customers care about it, and the value we provide by delivering on it.
4. **Make sure ALL PARTICIPANTS log into the LMS after the talk and complete the acknowledgment to get credit for completing the training.**
5. Most importantly, follow up afterwards to ensure solutions are implemented.

Answers

Question 1: What can you do to prepare for the talk ahead of time?

- Review the talk and any resources mentioned in it
- Identify specific opportunities for your store
- Think of recent examples that may apply
- Plan how you will follow up to ensure performance improvement

Question 2: What challenges do we face in getting this done each week?

- Lack of time
- Building a habit
- Making this a priority

Question 3: How can you make this talk both useful and fun?

- Bring your energy to the talk
- Don't just tell. Ask open ended questions and listen carefully to everyone's ideas
- Make sure everyone understands why this is important to our customers and the value we provide by delivering on it
- Set expectations for performance

Question 4: What's the last and most important step in delivering a successful talk?
How do you make sure it happens?

- Follow up after the talk to ensure that solutions are implemented
- Observe and monitor performance
- Coach and support your team
- Review reports

Call to Action:

- 1) Ask participants to log into the LMS and **complete the acknowledgment** for this talk.
- 2) Set expectations for executing the Best Practice at the store.
- 3) Explain how you will support Weekly Store Talks and why you expect this to improve Customer Experience and CDI numbers for your store.
- 4) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify your AVP or VP.