



The ARROW Program

(A Review/Re-evaluation of Operations Week)

Each year there are eight or so non-holiday weeks in my year which are not booked. I have created a program called ARROW that takes these unclaimed weeks and converts them into productive events for retailers who want/need a week-long business review and re-evaluation. These weeks are sold with short notice but at a fraction of my standard fee and payments can be spread out over several months (if necessary) to help the budget-challenged when they need it most. **ARROW Program services include:**

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| <input type="checkbox"/> 1. Executive Review of Company's Mission Statement and your five Strategic Points of Difference. <i>Are we laser-like focused?</i> | 4 Hours |
| <input type="checkbox"/> 2. Store Walk and analysis. This is 'Show and Tell' of opportunities to sell more in the store. <i>Are we maximizing our store's potential?</i> | 4 Hours
(Per store) |
| <input type="checkbox"/> 3. Seminar(s) of your choice. Choose from 25 topics to provide your management team with retail specific information to solve some of the various challenges you may have. <i>Are you dedicated to developing your managers' skills?</i> | 3 Hours
(Each seminar) |
| <input type="checkbox"/> 4. HL to observe two Department Manager Meetings . One with a manager who needs help and one who doesn't. <i>Do we have a plan each week at store level?</i> | 3 Hours
(Per meeting) |
| <input type="checkbox"/> 5. Employee Focus Group meetings. Four are recommended; 2 P.T., 1 F.T., and 1 Dept. Mgr. Group. <i>Is our team behind us?</i> | 2 Hours
(Per session) |
| <input type="checkbox"/> 6. Customer Focus Group sessions to identify areas in need of attention from their perspective. <i>Do we really know what they want from us?</i> | 2 Hours
(Per session) |
| <input type="checkbox"/> 7. Plan, organize and implement an Employee Attitude Survey process. <i>Are we getting our associates' feedback annually?</i> | 3 Hours |
| <input type="checkbox"/> 8. Executive Review of your Performance Review Process . Teach store managers the right way, if necessary. <i>Do we give our people clear direction?</i> | 4 Hours |
| <input type="checkbox"/> 9. Competition Analysis and creation of an Image Perception Map. <i>Are we truly aware of what the competition offers and where we can compete?</i> | 4 Hours |
| <input type="checkbox"/> 10. End of Week Executive Meeting to review week's accomplishments, to establish project time tables and to assign 'Project Champions' to each new initiative going forward. <i>Where do we go from here?</i> | 4 Hours |

Currently Available:

Please call my cell 757-572-7276 ASAP if one of these weeks works for you.