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:**

1. **Executive Review of Company’s Mission Statement** and your five Strategic Points of Difference. *Are we laser-like focused?* 4 Hours

2. **Store Walk** and analysis. This is ‘Show and Tell’ of opportunities to sell more in the store. *Are we maximizing our store’s potential?* 4 Hours (Per store)

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. *Are you dedicated to developing your managers’ skills?* 3 Hours (Each seminar)

4. **HL to observe two Department Manager Meetings.** One with a manager who needs help and one who doesn’t. *Do we have a plan each week at store level?* 3 Hours (Per meeting)

5. **Employee Focus Group** meetings. Four are recommended; 2 P.T., 1 F.T., and 1 Dept. Mgr. Group. *Is our team behind us?* 2 Hours (Per session)

6. **Customer Focus Group** sessions to identify areas in need of attention from their perspective. *Do we really know what they want from us?* 2 Hours (Per session)

7. Plan, organize and implement an **Employee Attitude Survey** process. *Are we getting our associates’ feedback annually?* 3 Hours

8. **Executive Review of your Performance Review Process.** Teach store managers the right way, if necessary. *Do we give our people clear direction?* 4 Hours

9. **Competition Analysis** and creation of an Image Perception Map. *Are we truly aware of what the competition offers and where we can compete?* 4 Hours

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. *Where do we go from here?* 4 Hours

**Currently Available:**

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