

vRML

- Scenario-based, facilitator-led virtual training sessions
- Technology-based microlearning
- Online skill-building

The dramatic disruption in retail has created new complexities and pressures, and new opportunities as well. Now more than ever, your district managers and regional leaders need to be more skillful and strategic to meet today's demands and build a culture that prioritizes trust, resilience, inclusivity, and safety. **Virtual Retail Multiunit Leadership (vRML)** addresses the pivotal issues and leadership behaviors that get to the core of retail results. Grounded in national retail research, vRML includes fresh insights and critical success attributes from major retailers at the forefront of navigating this environment of ongoing change and uncertainty.

Five half-day sessions:

SESSION 1: Role of the Leader

- Leverage Four Achievement Cycle Factors to move from average to excellent.
- Adapt leadership and motivational approaches to a range of team needs.
- Develop a Plan for Results to focus on what matters most over an entire year.

SESSION 2: Developing Your Leadership

- DiSC®overing Your Leadership Style: Refine individual communication effectiveness strategies throughout the session.
- Mastering the Four Critical Communication Skills, regardless of style.

SESSION 3: Motivating Managers with Below-Standard Performance

Practice skills, strategies, and feedback using real in-store problems, while applying DiSC® style insights and communication skills.

SESSION 4: Coaching Coaches

Learn, build, and practice coaching skills and strategies (in person, by phone, and by video conference) to strengthen others' leadership.

SESSION 5: Maximizing Store Visits

How to leverage technology; what to do before, during, after onsite/virtual store visits to ensure priorities are understood. Practice/get feedback.



Each session is 3 ½ hours

Cost: \$975 per participant (includes virtual facilitation, DiSC®, and 90-day post-training microlearning)

BEFORE THE SESSIONS

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

AFTER THE SESSIONS

- **Microlearning:** 90-day mobile app with gamification and competitive leader board to maximize application and retention.
- **Store Visit Effectiveness Survey:** Connect new skills to improved staff effectiveness to measure training ROI and results.

PROGRAM DATES

Sept. 10 - Oct. 8 (5 weekly sessions)

- Once a week on Wednesdays
- 1:00 pm - 4:30 pm EST

RETAIL MULTI-UNIT LEADERSHIP TRAINING REGISTRATION FORM



WAYS TO REGISTER

MAIL

Tire Industry Association
1532 Pointer Ridge Place, Suite G
Bowie, MD 20716-1883

PHONE

301.430.7280
800.876.8372

FAX

301.430.7283

EMAIL

training@tireindustry.org

WEBSITE

www.tireindustry.org
Click on Training

II. ATTENDEE INFORMATION

Name _____ Job Title _____

Company _____ Yrs. Experience _____

Address _____

City _____ State _____ Zip+4 _____

Country (if other than U.S.) _____

Phone _____ E-mail _____

CLASS TUITION & SCHEDULE

The Retail Multi-unit Leadership program is delivered via five (5) virtual Zoom sessions of 3 1/2 hours each. The cost for is \$975 per person and includes pre-engagement and 90 days post-training microlearning reinforcement. Please select your program dates below:

Sept. 10 - Oct. 8, 2024 (5 weekly sessions – every Wed. from 1pm - 4:30 pm EST)

Tuition \$975

Within one week of registering, you will receive confirmation from TIA.
Login information will be provided by MOHR Retail.

V. METHOD OF PAYMENT*

Check (Make payable to TIA) Invoice me. My company's PO authorization number for this transaction is _____

VISA MasterCard AMEX

Credit Card Number _____ Expiration Date ____/____/____ CVV _____

Card Holder Name _____ Card Holder Signature _____
(Please print) Checking this box represents my electronic signature

Cardholder Billing Address _____ City/State/Zip _____
(If different from above)

***Cancellations within 30 days of the start of the course are non-refundable.**

TIA USE ONLY

INVOICE # _____ CONF # _____



MOHR RETAIL

Dear vRML Participant,

Welcome, we're glad you are here! The virtual **Retail Multi-unit Leadership (vRML)** program that you are participating in contains skills and strategies successfully used by literally thousands of retail multi-unit managers to maximize productivity. Participants frequently tell us that using the training they are able to get more done with less, develop associates more quickly and drive sales by creating more accountability for solving problems that allows them time to focus on more strategic issues.

We have worked hard to glean the best research and ideas about what makes a management team successful in people management from retailers around the country and translate that into a compelling, easy to use training program. The tools, information, and content of the **vRML** program are brought to you for your personal use. We are confident it will be extremely valuable to you immediately back on the job. We encourage you to use whatever you learned from this program along with any tools provided to your personal advantage.

We also ask that you do not duplicate, share, or otherwise use all or any part of this material to augment any other program or to teach other peers and direct reports back at your company. The fees paid by your company represent individual tuition. Benefits that others might gain should be through their own participation in one of our on-site or virtual sessions. Please have them or someone from your company contact us at the options below to schedule additional managers who are interested in attending this program.

Please sign to your understanding and return with your registration. Thank you for your integrity and understanding. Have a great session.

CEO, MOHR Retail

Print Name & Membership Company

Sign & Date here