



# RETAIL EXECUTIVE LEADERSHIP

Strategic Leadership and Family Retail Business Programs

## CONTACT FORM

(Please print)

Please contact me to discuss the Retail Executive Custom Programs.

I am planning a program for:

\_\_\_\_\_ participants  
 \_\_\_\_\_ days  
 from \_\_\_/\_\_\_/\_\_\_ to \_\_\_/\_\_\_/\_\_\_

I am interested in these sessions:

- Leadership
- Strategy
- Family Business
- People Development
- Other: \_\_\_\_\_

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip Code \_\_\_\_\_ Country \_\_\_\_\_

E-mail (required) \_\_\_\_\_

Company Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Language:

- English
- Spanish
- Portuguese

IGA Institute does not discriminate in employment or participation in any of our programs with regard to age, color, national origin, race, religion, sex, sexual orientation, citizenship, veteran status, disability, marital status, political status, or any other basis prohibited by applicable federal, state, or local laws.



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# RETAIL EXECUTIVE LEADERSHIP

Strategic Leadership and Family Retail Business Programs



- Custom Programs
- Sessions on:
  - Leadership
  - Strategy
  - People Development
  - Family Business
- Self Assessments
- Group Activities
- Store Tours

Sessions can be simultaneously translated into **SPANISH and PORTUGUESE**

**WE SERVE 5,000+ STORES AND 42,000+ STUDENTS WORLDWIDE**



# RETAIL EXECUTIVE LEADERSHIP

## Strategic Leadership and Family Retail Business Programs



### Who should attend?

These programs are designed for owners, key family members, executives, district managers and team leaders responsible for determining their business's direction and strategic planning.

### Why a custom program?

A custom leadership program meets your personnel needs, eliminates redundancies and is tailored to your organization. It also allows you to determine location and dates that are suitable to your organization.

### Why should you attend?

**Sharpen your leadership skills** - Return to your store with a renewed sense of confidence in your leadership abilities.

**Learn about family business leadership** - Learn about leadership succession in family businesses, including the characteristics of successful next generation leaders and proven ways to help them develop their full potential.

**New ideas** - Find out what is working for other leading organizations. Learn through in-depth experience and by asking questions of experts and peers. Sessions will inspire you to achieve at a higher level, think in new ways and meet new challenges.

**Network with your peers** - The limited class size presents an ideal opportunity for you to connect with people who have similar interests and experiences. During casual social encounters and a range of breakout sessions, you will have the opportunity to engage with a wider community of peers and interact with other executives.

**Access to 90+ online courses** - The Institute offers 90+ online courses designed to further expand your learning. The Institute also offers a social network, where participants can share materials and experiences beyond the classroom event.

### The Multi-Segment Program

**Strategic Leadership Program** - Focus on retail strategy, customer service, leadership and people development

**Family Retail Business Program** - Focus on managing family business and succession planning.

**Online Courses** - Focus on strengthening your industry knowledge.

## Program 1: Strategic Leadership

### LEADERSHIP AND SELF-AWARENESS

Self-awareness is the foundation of great leadership and the first step toward change. Though everyone has something to learn about themselves, the process cannot simply be taught. To support the development of a more accurate perception of self, this session will rely on a pre-class assessment tool that is based on more than 20 years of research with working adults and leaders/ By utilizing this assessment, the session aims to help the participants be more strategic about their career development and become more self aware individuals.

**Faculty:** Paulo Goelzer, Ph.D President & CEO, IGA Coca-Cola Institute



### LEADING TEAMS: WHAT MAKES FOR A GREAT TEAM?

Professor Wageman researches the conditions under which people are able to accomplish great things, especially in collaboration with one another. Her early work focused on how individuals' intrinsic enjoyment of learning could be enhanced or undermined by how they were rewarded and led. She has since turned her attention for the last fifteen years to understanding and creating the critical conditions that enable teams of people to accomplish collective purposes and to grow in capability over time. Her work with teams places a particular emphasis on self-governing teams, especially those with political and social change purposes. Her current research focuses on creating and leading effective leadership teams, especially those at the tops of organizations and communities; identifying the challenges faced by self-organizing volunteer groups; and the theory and practice of leadership development.

**Faculty:** Ruth Wageman, Dept. of Psychology, Harvard University



### DISTINCTION IN RETAIL - Strategy 2015

In an evolving market, retailers must find ways to create a competitive advantage and distinguish their stores. In this workshop, the founder of the RNG demonstrates leading transformational strategies to revolutionize an organization. Learn about future scenarios for the next 5-10 years and the key strategies that will get you there intact. Examine the changes that are currently shaping the retail market, and discover how "bringing the future to the present" places your business in line for success.

**Faculty:** Daniel W. O'Connor, President & CEO, RetailNet Group (RNG)



### Disney's Approach to LEADERSHIP EXCELLENCE

Gain insight into time-tested Disney strategies and tactics for improving business results through exceptional leadership. Throughout this experience, you will learn the details of the Disney Leadership Excellence Model and how to adapt it to improve results within your own organization. The history of the Disney company will also be discussed; the program shows how its founder, Walt Disney, set the example of leadership by being clear about what he valued. He then showed subsequent leaders how to continue his legacy by seeking proactive change while sharing the same core values.

**Faculty:** Dennis Frare, Presenter, Disney Institute



### Disney's Approach to QUALITY SERVICE

Quality Service showcases how Disney is able to understand the psychographics and demographics of Guests' needs, using a sound service infrastructure, ongoing research and quality service standards that exceed Guests' expectations. Discover how attention to detail creates a consistent, world-class service environment for your employees and consumers.

**Faculty:** Fernando Beltran, Presenter, Disney Institute.



### ENTREPRENEURSHIP

Learn the rules and intricacies of creating a business within a business taking the entrepreneurial experience one step further. For anyone who works at an organization and believes progress relies on innovation, for those who want to grow but do not know how, Steven Pulver's experience—both as a corporate teacher and in his real life—will provide invaluable knowledge.

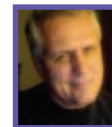
**Faculty:** Steven Pulver, Professor at The Schulich School of Business



### MARKETING IN THE DIGITAL AGE

Marketing today looks very different from how it did a couple years ago. Traditional paid media (print, TV, radio) still plays an important role, but progressive retailers now take advantage of many alternative forms of media as well. Mobile technology, Wi-Fi and Broadband Web access are now driving growth worldwide. This session will fully explore the alternative digital media that supermarkets are adopting to reach consumers in a timely, relevant, personal and cost-effective way.

**Faculty:** Robert Hemphill, President, Webstop, Inc.



## Program 2: Family Retail Business

This session sheds light on the complex aspects of family-owned business. Examine the reality of living and working with ambiguities that are present in all family businesses. Through polarity mapping, this session will demonstrate how family business members can meet these challenges and use polarity maps to develop an action plan. Understand the process of working through the issues encountered by growing multi-generational family firms.



- Identify the opportunities and challenges presented by family businesses and how to address them, with a focus on predictable paradoxes that arise across the generations.
- Explore the demands of leadership succession in family businesses, including characteristics of successful next generation leaders and proven ways to help them develop their full potential.
- Learn the different demands and dynamics that occur in the Founder to Siblings generation, compared and contrasted to the Cousin transition, and beyond.
- Understand the planning, policies and procedures that families and businesses can put in place to promote successful continuity, especially for siblings and cousins.
- Explore personal and family values among owners, and discuss how they can build an organizational culture and strengthen the business.
- Take part in exercises to apply these concepts to your own situation.

**Faculty:** Amy M. Schuman Consultant, Family Business Consulting Group © Paulo Goelzer, Ph.D. President & CEO, IGA Coca-Cola Institute



## Program 3: Online Courses

Complemewnt the experience with online courses:Industry Knowledge

- Management Courses
- Literature Reviews

## Extended Sessions

At this unique class, you will not only hear from renowned experts; you will also have the opportunity to participate in four-hour workshops designed to foster in-depth discussions in a collaborative environment. You and your colleagues will be able to openly explore critical issues that directly impact your business.



**Store Tour**  
Visit a premier outlet mall in the morning. Then, in the afternoon, the tour will visit top local food retailers to experience their format, positioning and strategy.