

# IGA Coca Cola Institute

## Online Training Course Catalog

### Level 1 Courses

#### 1. ALCOHOL SALES AWARENESS

This course is designed for food retailers who sell alcohol. Alcohol sales are strictly regulated, so associates will occasionally have to refuse a sale to a minor or a person who is intoxicated.

Additionally, this course explains the effect alcohol has on behavior, defines blood alcohol content, classifies legal forms of identification and discusses what to do with fake IDs.

Topics:

- The Impact of Alcohol
- Refusing a Sale

Course Duration: 1.25 hours

#### 2. BAKERY CLERK

The responsibilities of a bakery clerk extend beyond slicing bread and baking cakes. Bakery clerks must be knowledgeable about the products in the bakery. They must know the step-by-step processes of product preparation, as well as ways to sell those products and maintain sanitation standards. As a bakery clerk, you should develop your knowledge and skills in all of these areas to deliver the best possible bakery products to your consumers.

Topics:

- Food-Handling Basics
- Receiving and Storing
- Product Identification and Knowledge
- Bakery Production
- Bakery Department Sanitation
- Merchandising

Course Duration: 5 hours

### **3. CASHIER**

As an integral part of the supermarket team, cashiers must know the proper procedure for a wide range of situations and subjects. They operate the checkout system and its components, identify products, handle money and payments, prevent shrink, bag orders and maintain the front end. As a cashier, it is vital that you develop your skills and knowledge in all of these areas in order to enhance your store's image, contribute to daily operations and better serve your consumers.

Topics:

- Basic Responsibilities
- Produce Identification
- Payment
- Shrink
- Bagging Groceries

Course Duration: 4.25 hours

### **4. CONVENIENCE STORE CASHIER**

The duties of a convenience store cashier extend beyond simple checkout procedures. Cashiers must have a thorough understanding of every type of payment, as well as what to do with lottery tickets and how to bag products. Cashiers should also know how to behave in dangerous situations like robberies.

In this course, you will learn the basics of being a convenience store cashier, which includes everything from checkout procedures to preventing theft of merchandise.

Topics:

- Checkout Duties
- Other Duties
- Shrink

Course Duration: 1 hour

## 5. CONVENIENCE STORE CUSTOMER SERVICE

The consumer is the most important person in the convenience store; if a consumer is unsatisfied, he or she may choose to shop at a competitor or different retail store format, such as a supermarket with a fuel center. However, if convenience store associates give consumers extraordinary and friendly service, the consumer will most likely return to the store in the future.

As a convenience store sales associate, you have a responsibility to provide friendly, efficient and professional service to each and every consumer who enters your store.

Topics:

- Communication
- Difficult Situations
- Professionalism

Course Duration: 1.5 hours

## 6. CONVENIENCE STORE OPERATIONS

A convenience store associate is often challenged to complete a variety of task accurately and efficiently, even if he or she is the only person in the store.

In this course, you will learn some of the key convenience store tasks you should perform. This includes keeping both the interior and exterior of the store clean and organized, as well as the responsibilities associated with gasoline.

Topics:

- Shift Duties
- Displays and Storage
- Petroleum

Course Duration: 1 hour

## **7. COURTESY CLERK**

A courtesy clerk is often the first associate consumers see when they walk into the store and the last one they see before walking out. So when consumers return home and find their eggs are broken and bread is crushed, they not only blame the courtesy clerk, but they also may choose not to buy from the store again.

As a courtesy clerk, it is your responsibility to avoid this outcome by properly bagging and carrying out consumers' orders.

Topics:

- Front-End Support
- Bagging

Course Duration: 2 hours

## **8. CUSTOMER SERVICE AND PROFESSIONALISM I**

Due to increased competition, providing customer service is a necessity in the supermarket industry. Consumers who are not satisfied with the service they receive can easily take their business elsewhere. They will often inconvenience themselves by spending more money and traveling farther if it means doing business with a company that appreciates them.

For this reason, it is vital that you learn how to provide exceptional service that builds relationships and keeps consumers coming back.

Topics:

- The Consumer
- Customer Service
- Interpersonal Skills

Course Duration: 2.5 hours

## **9. CUSTOMER SERVICE AND PROFESSIONALISM II**

For many associates, the supermarket industry provides their first experience in a professional workplace. For this reason, they must learn professional etiquette and understand that a workplace is always courteous, conscientious and businesslike.

To better serve your consumers and contribute to your store's team, it is vital that you learn about professionalism and proper workplace etiquette in the supermarket.

Topics:

- Professionalism
- Workplace Etiquette

Course Duration: 1.25 hours

## **10. DELI CLERK**

Second only to the front end, the deli department has the most interactions with consumers. Deli clerks take orders and offer suggestions. They are responsible for product storage and preparation while ensuring all food safety and sanitation measures are met.

As a deli clerk, it is important for you to follow the suggestions given by the FDA's Food Code and develop the skills necessary to better serve the consumers who visit your store's deli department.

Topics:

- Food Handling Basics
- Receiving and Storing
- Product Identification and Knowledge
- Deli Food Preparation
- Deli Department Sanitation
- Deli Merchandising

Course Duration: 4.5 hours

## 11. FLORAL CLERK

Consumers who visit the floral department appreciate having fresh flowers in their home or giving flowers as gifts. In grocery stores across the United States, roses, bouquets, and potted blooming flowers account for 79% of floral sales.

As a floral clerk, it is imperative that you properly care for and handle the flowers and bouquets in the floral department. You should develop the skills necessary to contribute to your store's overall sales and meet the expectations of your consumers.

Topics:

- Floral Care and Handling
- Floral Merchandising

Course Duration: 2 hours

## 12. FOOD SAFETY AND SANITATION BASICS

Public health has seen vast improvements in recent years, but nevertheless, there are still cases of food-borne illness that can result in hospitalization, or even death.

You—as a representative of the food retail industry—may be one of the last people to handle a consumer's food before it reaches his or her home. For this reason, it is vital that you ensure your store is sanitized and the food you sell is safe for your consumers to eat.

Topics:

- Avoiding the Temperature Danger Zone
- Preventing Contamination of Food and Equipment
- Maintaining Good Hygiene Practices
- Dealing with Food from Unsafe Sources

Course Duration: 50 minutes

### **13. FROZEN FOODS AND DAIRY CLERK**

High traffic in the frozen food and dairy departments creates a large product turnover. For this reason, the frozen food and dairy department must develop efficient customer service.

As a frozen foods and dairy clerk, your responsibilities include ordering, receiving, storing, stocking and ensuring safety standards. You must develop your skills in these areas in order to provide your consumers with the right products and the service they demand.

Topics:

- Frozen Foods and Dairy Basics
- Ordering and Receiving
- Stocking Operations and Safety
- Product Storing
- Other Responsibilities

Course Duration: 3 hours

### **14. GROCERY STOCKER**

It is imperative that supermarkets receive and keep products on the shelves so that consumers can find what they are looking for. For this reason, grocery stockers are a vital part of the supermarket team.

As a grocery stocker, it is your responsibility to receive, stock, display and locate products. Additionally, you must interact with consumers and suggestive sell to help increase your store's profits.

Topics:

- Stocking Basics
- Receiving
- Stocking Operations
- Product Storing
- Other Responsibilities

Course Duration: 2.5 hours

## **15. INTRODUCTION TO FOOD AND HEALTH**

The consumer population is becoming increasingly concerned with healthier diets. For this reason, it is vital that food retail associates understand the impact food has on health.

This course provides you with up-to-date nutrition information, as well as innovative tools to further your commitment to living a healthy lifestyle. By developing a better understanding of how the things you eat influence your own health, you will be better equipped to serve the health-conscious consumers who visit your store.

Topics:

- A Balanced Diet
- Body Management
- Specific Dietary Concerns
- Helping Consumers

Course Duration: 2.25 hours

## **16. MEAT WRAPPER**

The responsibilities of meat wrappers are highly specialized. Basic operations include displaying, labeling and rotating, and due to the chance of spreading food-borne illness, knowledge of safety and sanitation is vital.

As a meat wrapper, you must learn how to identify different cuts of beef, veal, pork, lamb and poultry and then describe the cooking methods and safe temperatures for each cut.

Topics:

- Food Handling Basics
- Food Safety
- Food Safety Prevention
- Product Knowledge
- Meat Department Operations
- Meat Department Sanitation

Course Duration: 3 hours

## **17. NEW YORK STATE TOBACCO LAW COMPLIANCE**

This course has been reviewed by the New York State (NYS) Department of Health. It has been accepted as a NYS Certified Tobacco Sales Training Program. The IGA Coca-Cola Institute's provider number is 083-1007.

After completing this course, you will understand the health effects of tobacco and the laws of New York State, as well as when and how to refuse sales.

Topics:

- Health Effects of Tobacco
- New York State Law
- The Consumer

Course Duration: 2 hours 47 mins.

## **18. PRODUCE CLERK**

Each produce product is unique. With hundreds of possible produce items available in supermarkets around the world, produce clerks must be able to identify and provide consumers with the best and most efficient service possible.

As a produce clerk, it is your responsibility to contribute to the supermarket team by receiving, stocking and storing produce and ensuring safety standards.

Topics:

- Produce Clerk Basics
- Receiving
- Product Storing
- Produce Stocking and Displaying Operations
- Product Identification
- Other Responsibilities

Course Duration: 3 hours

## 19. STORE SAFETY I

In the food retail industry, supermarkets can stay ahead of the competition by creating a safe shopping and working environment. This is because when supermarkets are not strongly committed to safety, accidents happen, theft occurs, consumers are lost, profits fall and insurance prices go up.

By increasing safety awareness at all levels of the store—from cleanliness and sanitation to emergency preparedness—it is possible for a supermarket to reduce insurance claims, creating a cleaner, safer and better store for both the consumers who shop there and the associates who work there.

Topics:

- Cleanliness and Sanitation
- Prevention and Preparedness

Course Duration: 2 hours

## 20. STRESS MANAGEMENT

Stress is a normal part of life, but too much of it can have devastating effects on physical and mental health. It stems from many causes, among them lack of sleep, depression, work and financial stability.

This course will test your stress levels and help you determine if you need to reduce the stress in your life. You will also learn causes and effects, as well as simple steps and small changes you can make to manage your stress.

Topics:

- The Basics of Stress
- The Types of Stress

Course Duration: 1.25 hours

## **21. TOBACCO SALES AWARENESS**

Tobacco products are addictive and have many serious and detrimental effects on health. For this reason, the sale of tobacco products is strictly regulated, and there are laws prohibiting tobacco sales to minors.

As a tobacco sales associate, it is your responsibility to understand the consequences of tobacco use, so you can better implement tobacco laws. Ensure that your store stays in compliance by checking identification and, if necessary, refusing a tobacco sale.

Topics:

- Health Effects
- U.S. Laws
- Consumers

Course Duration: 1.75 hours

## **22. WELCOME TO IGA**

This course gives you a quick insight into what makes your IGA the store where consumers prefer to shop... and the important position you have in continuing our tradition of service excellence.

You will learn how IGA supports the local independent grocer with programs and tools to help make a difference in the community. Welcome to IGA!

Topics:

- Why IGA?
- The IGA Brand
- IGA Programs

Course Duration: 30 mins.

### **23. WELCOME TO ONLINE TRAINING**

This course was designed to introduce new users to IGA Coca-Cola Institute's online courses. You will learn page and course layout, as well as the functionality of post-tests. Other topics include certificate management and how to troubleshoot common errors.

**Note:** In addition to an introduction to online training, the Japanese version of this course introduces users to the supermarket industry, customer service, professionalism and entry level-positions.

Course Duration: 15 mins.

### **24. WIC CASHIER BASICS**

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) provides nutritious foods (primarily through retail grocery stores), nutrition counseling and referrals to health care and social services. WIC serves low-income pregnant, postpartum and breastfeeding women, infants and children up to age five who are at nutritional risk. Nearly 8.7 million people get WIC benefits each month.

Please note that this course is a generalized version of WIC cashier training. Refer to your store guidelines on correct terminology and appropriate state regulated policies.

Topics:

- The WIC Program
- WIC Transactions

Course Duration: 1 hour

## Level 2 Courses

### **25. 5-STAR ASSESSMENT PROGRAM TUTORIAL**

The 5-Star Assessment Program Tutorial is available only to IGA Retailers in the United States.

The course is designed to help IGA Retailers understand the 5-Star Assessment Program, prepare for visits from 5-Star Assessment “CEOs” and utilize the program to maximize their store’s success.

Topics:

- Welcome to the 5-Star Assessment Program
- What is the 5-Star Assessment Program?
- Training and Development

Course Duration: 1 hour

### **26. ASSISTANT BAKERY MANAGER**

Assistant bakery managers must develop the necessary tools for improving department operations and sales. This includes understanding consumers, keeping track of, promoting and displaying products and managing daily operations, such as sanitation and scheduling.

In this course, you will develop all of these skills, as well as learn how to effectively merchandise and provide the best possible service through team building and empowering your associates.

Topics:

- The Consumer
- Sales and Merchandising
- Bakery Operations

Course Duration: 2.5 hours

## **27. ASSISTANT DELI MANAGER**

Assistant deli managers must develop the necessary tools for improving department operations and sales. This includes differentiating the department from the competition and satisfying consumers' need for convenience.

In this course, you will develop all of these skills, learn about new deli products, provide improved services and increase your understanding of the deli department's day-to-day operations.

Topics:

- Remaining Competitive
- Sales and Merchandising
- Deli Operations

Course Duration: 3.5 hours

## **28-42. BEER CONNOISSEUR CURRICULUM**

This is a curriculum of 17 courses. The goal of this curriculum is to help you develop expert knowledge and appreciation of beer. It covers a wide range of subjects, from brewing to using beer in culinary cuisine.

Courses:

- Tutorial
- 28. Overview
- 29. Ingredients
- 30. Brewing Process
- 31. Beer Styles
- 32. Storage and the Perfect Pour
- 33. Glassware
- 34. Pairings Overview
- 35. Beer with Rich and Creamy Food
- 36. Beer with Tart Citrusy, Light, and Fresh Food
- 37. Beer with Grilled, Seared, and Blackened Food
- 38. Beer with Hearty and Savory Food
- 39. Beer with Hot and Spicy Food
- 40. Beer with Desserts
- 41. Beer with Cheese
- 42. Cooking with Beer
- Conclusion

Curriculum Duration: 2.5 hours

### **43. CHEESE SPECIALIST**

With more than 300 different varieties, cheese is one of the fastest growing industries. Cheese specialists must understand how to contribute to a profitable cheese department by knowing the differences between each of the cheese varieties and how to market them.

As a cheese specialist, you must develop in-depth knowledge about cheese in order to attend to the needs of consumers interested in purchasing cheese products.

Topics:

- Cheese Industry
- Cheese Varieties
- Cheese Merchandising

Course Duration: 3.5 hours

### **44-47. FOOD SAFETY AND SANITATION CURRICULUM**

This is a curriculum of 4 courses. The goal of this curriculum is to help you meet state compliance in regards to food safety and sanitation and prepare to take your state's food handler certification examination. It covers a wide range of subjects, from food-borne illnesses to safety programs and regulations.

Topics:

- 44. Food-Borne Illness
- 45. The Flow of Food
- 46. Facility Design and Maintenance
- 47. Food Safety Programs and Regulations

Course Duration: 8 hours

## **48-51. LOOK OF SUCCESS INITIATIVE PROGRAM CURRICULUM**

This is a curriculum of 4 courses. The goal of this curriculum is to provide you with shopper-centric solutions designed to improve the consumer shopping experience within your store. This includes several subjects, such as advertising to deliver increased sales and profit.

Courses:

- 48. Overview
- 49. Portfolio Ads and Merchandising
- 50. Bundled Solutions
- 51. Points of Inspiration

Curriculum Duration: 45 minutes

## **52. LOSS PREVENTION**

Many food retailers focus their attention on promotion, merchandising and category management but ignore the important subject of loss prevention. Theft and lost product can have a detrimental effect on store profit, yet many stores do not provides resources to help solve loss prevention issues.

This course focuses on the ignored issue of loss prevention, helping you provide solutions to control loss and increase your store's bottom line.

Topics:

- Introduction to Loss Prevention
- Associate Theft and Receiving
- Shoplifting and Organized Retail Theft
- Other Forms of Theft
- Theft Prevention

Course Duration: 4 hours

### **53. MEAT APPRENTICE - AN INTRODUCTION**

Meat apprentices must be trained in a wide range of subjects: industry trends, the role of the government, specific cuts and types of meat, safety and sanitation measures and merchandising.

As a meat apprentice, it is your responsibility to hone your skills and understand meat procedures in order to cater to the needs of your consumers and enhance your store's productivity.

Topics:

- United States Meat Industry Today
- The Role of the United States Department of Agriculture
- The Predominance of Beef
- Other Red Meats and White Meats
- Equipment, Food Safety, and Sanitation

Course Duration: 5 hours

### **54. NEW YORK FOOD SAFETY AND SANITATION - FP00040**

This course is approved and certified by New York State (NYS). It meets an eight hour education requirement in accordance with NYS Agriculture and Markets Law Part 271 §251-Z-12.

After completing this course, you will understand the preventative measures you must take as a food handler.

Topics:

- Introduction to Food Safety and Sanitation
- Food Safety Hazards
- Keys to Preventing Foodborne Illness
- The Flow of Food
- Sanitation
- Programs and Regulations

Course Duration: 8 hours

## **55. NON-ALCOHOLIC BEVERAGES DEPARTMENT**

The non-alcoholic beverages department is an essential section of the store. Associates in this department must learn how to merchandise, know the different beverage categories and utilize temperature to sell more products.

As an associate in the non-alcoholic beverages department, it is your responsibility to gain knowledge of the products you sell and the best way to sell them. Note: this is an introductory course; the second course in this series is “Non-Alcoholic Beverages Department – Soft Drinks.”

### Topics:

- The Non-Alcoholic Beverage Department
- Making Money in the Beverage Department
- Beverage Category Basics
- Marketing Beverages in Your Store
- Make it Cold to be Sold
- Direct Store Delivery

Course Duration: 2.5 hours

## **56. NON-ALCOHOLIC BEVERAGES DEPARTMENT - SOFT DRINKS**

After receiving an overview in the introductory course, “Non-Alcoholic Beverages Department,” this course focuses on a specific beverage category: soft drinks. Soft drinks are not only the largest volume contributor within the department, but also make the most retail dollars for your entire store.

As an associate in the non-alcoholic beverages department, it is vital that you develop your understanding of soft drinks and the consumers who purchase the product.

### Topics:

- Soft Drink Product Category
- Segments of the Product Category
- The Soft Drink Consumer
- Soft Drink Category Management

Course Duration: 3.25 hours

## 57. PROMOTIONS AND MERCHANDISING

Products do not sell themselves. Food retailers must rely on merchandising, a process that is much more complex than simply choosing a product, placing it on a shelf and someone buys it.

As a supermarket representative, it is imperative that you help implement a successful merchandising program. To do this, you should develop an understanding of consumer buying habits as well as complimentary products, pricing and promotions.

### Topics:

- Introduction to Merchandising
- Buying
- Pricing
- Communication and Promotional Tools
- Summary of Marketing Events

Course Duration: 6 hours

## Level 3 Courses

### **58. CATEGORY MANAGEMENT**

Shelf space is often scarce due to a constant supply of new products. Retailers are frequently challenged when deciding what products to add to the inventory, where to place them and at what price, as well as how to promote them.

The category management process is designed to help retailers and suppliers successfully manage shelf space. This course helps you understand how to develop categories through collaboration and focus on the consumer and market.

Topics:

- Category Management Essentials
- The Eight Steps of Category Management
- The Trends and Future of Category Management

Course Duration: 3 hours

### **59. FOOD RETAILING TODAY**

The food retailing industry is constantly changing. Fluctuating food and shopping trends have a large impact on the industry and should play an important role in how a supermarket business is run. In order to better serve consumers, savvy retailers must understand and adapt to the industry's changing conditions.

This course will keep you up-to-date on recent industry, lifestyle and consumer changes and how they affect the role of the supermarket.

Topics:

- Retail Channel
- Retail Food Industry
- Supermarket Business

Course Duration: 2.5 hours

## **60. SEXUAL HARASSMENT**

Awareness of sexual harassment in the workplace has increased rapidly in recent years, and retailers must communicate to every associate that sexual harassment will not be tolerated within their stores. This is accomplished by implementing a sexual harassment program that ensures all associates understand and comply with the standards of Title VII of the Civil Rights Act of 1964.

In this course, you will learn the meaning of the term “sexual harassment,” differentiate between the classification of different kinds of sexual harassment and view examples of preventative measures.

Topics:

- Sexual Harassment - Brief History
- Dealing with Sexual Harassment
- Prevention

Course Duration: 2.75 hours

## **61. STORE SAFETY II**

In this course geared toward managers, supervisors and owners, you will learn safety management practices, as well as how to bring your store into compliance with safety regulations. This includes implementing non-discriminatory hiring practices, forming safety committees and investigating accidents.

As a store manager or owner, it your responsibility to ensure that your company is in compliance with Federal and State laws, and that policies are in place to ensure the safety and wellbeing of everyone who enters your store.

Topics:

- Hiring and Training
- Promoting and Delegating
- Reporting and Investigating

Course Duration: 1.5 hours

## **62. WELCOME TO TRAINING FOR MANAGERS**

This is an introduction to online training, geared toward training managers. It introduces the concept of blended learning, which combines e-learning (electronic or web-based) methods with traditional methods to accomplish training program goals.

In this course, you will learn about reports, the training manual, career development, best practices and ways to encourage training among your associates.

Topics:

- Why Training?
- Types of Training
- Institute Procedures and Best Practices

Course Duration: 30 mins.

## **63. WIC ADMINISTRATIVE PROCEDURES**

This is the second in a two-course WIC curriculum. This course focuses on the WIC compliance needs of owners and bookkeepers, and educates retailers on how to run a successful and compliant WIC program.

In order to better serve your WIC consumers, you must follow proper procedures to ensure continued benefits. This includes knowing how to properly process WIC checks, ordering the minimum WIC stock requirements and complying with your WIC contract.

Topics:

- Cashing WIC Checks
- Business Operations
- Contract Compliance

Course Duration: 1 hour

## Level 4 Courses

### 64. FRESH IMPERATIVE – ASIA, THE

Fresh food offerings are the most critical success factor in the rapidly changing Asian food retail market, but what do consumers in Asia view as "excellence" in fresh food? What drivers determine their product and retailer choices?

The Coca-Cola Retailing Research Council (CCRRC) Asia commissioned the "Fresh Imperative" survey in order to understand what consumers view as excellence in fresh food retailing and what drivers determine not only their choice of product, but also their choice of retailer. From there, the study seeks to identify leading practices in the key areas of retail operations, as well as how these practices can be developed to improve retailers' fresh food offerings.

Topics:

- Fresh Food Retailing
- Fresh Food Strategies

Course Duration: 2 hours

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### 65. FUTURE OF FOOD AND HEALTH, THE

In the future, consumers will strongly connect the food they eat with health and wellness. Food stores are perfectly positioned to take up the role of a new "health destination" in consumers' lives. If you do not take advantage of this opportunity, you risk losing parts of your business base.

A Coca-Cola Retailing Research Council study, "Connecting the Dots Between Food and Health," will give you a strategic planning tool—a map of the future of health and wellness in food retailing—as well as instructions on how to use it. Additionally, this study details a range of health and wellness actions being used by food retailers today.

Topics:

- IFTF Map of the Future
- Industry Group Survey
- Action Spectrum
- Exploring Consumer Beliefs

Course Duration: 2.25 hours

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## 66. MANAGEMENT BEST PRACTICES

“Getting to Great,” a Coca-Cola Retailing Research Council study, offers an entirely fresh look at great store performance, one that goes well beyond the traditional bottom line.

In this course you will study “Getting to Great” and see how three factors—store sales versus sales potential, customer loyalty and employee loyalty—combine to set great-performing stores apart from those that only produce a solid profit. You will also learn about the four management practices that are always applied in great-performing stores but may be uncommon or non-existent in lesser-performing stores. Whether you operate one store or 100, the lessons learned in this course will help improve store performance.

Topics:

- Defining Great Performance
- Manager Mindset
- Four Key Management Practices

Course Duration: 1.5 hours

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## 67. MANAGING PEOPLE

To remain successful in an increasingly competitive and fast-paced market, food retailers need a dedicated workforce. Passion, creativity and superior know-how in all customer-facing activities can separate the winners from the losers in the food retail marketplace.

In this course you will examine the Coca-Cola Retailing Research Council study "A Leadership People Strategy for Food Retailers" and identify relevant employment issues and trends in food retailing. The study emphasizes a need for food retailers to become employers of choice. It provides you with a strategic framework for human resources and easy-to-use checklists for the implementation of your own people strategy.

Topics:

- Employers of Choice
- A Successful People Strategy
- Recruiting, Training, Retaining
- Retention and Turnover

Course Duration: 2.5 hours

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## **68. RETENTION AND TURNOVER**

A Coca-Cola Retailing Research Council study, “New Ideas for Retaining Store-Level Employees,” gives supermarket retailers two focal points for attacking the employee turnover problem. One is the ability to determine the real cost of store-level turnover. The other is to identify actions that will increase employee retention and reduce turnover.

In this course you will examine the data from “New Ideas for Retaining Store-Level Employees” and use it to develop an action plan that will help you overcome the costs of employee turnover.

Topics:

- Identifying Turnover Data
- Building an Action Plan

Course Duration: 1.25 hours

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## **69. SERVANT LEADERSHIP PRESENTATION**

Servant leaders achieve results for their organizations by giving priority attention to the needs of their colleagues and those they serve. In this video presentation, Tom Griffin—the Vice President of Organizational Learning and Chief Teaching Officer at U.S. Cellular—explains more about servant leadership and how to institute it in your own business model.

Topics:

- The Ultimate Key Lesson
- The Leadership Challenge
- Leaving a Legacy

Course Duration: 40 mins.

## 70. SHOPPING OCCASIONS

In the Coca-Cola Retailing Research Council study, “The World According to Shoppers,” the consumer agenda is closely examined to develop a deeper comprehension of contemporary shoppers' needs. This encourages a shift in industry perspective, away from the traditional “world according to supermarkets” and toward the modern “world according to shoppers.”

In this course, you will examine the study, learn what drives shopper choice and identify new opportunities for growth. When you understand consumers and why they shop, you can avoid wasting time, money and other resources on efforts that have little meaning to your shoppers.

Topics:

- Lifestyle Needs
- Shopping Focus
- Mapping Supermarket Performance
- Competitive Advantage

Course Duration: 2.25 hours

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