



CASE STUDY

Leading Change am Point of Sale



AT A GLANCE

Initial situation customer side

The success of change processes stands and falls with the change competence of the responsible managers. As a rule, targeted and strategy-related changes do not happen "by themselves", but have to be initiated, accompanied and anchored in the daily practice of leadership and cooperation.

A retail company faces the challenge of substantially strengthening both change competence (skills) and readiness for change (mind set), especially among middle management. The concrete change topics are: Utilizing the existing frequency, increasing the conversion rate, focusing on active selling and possible additional sales, increasing the average shopping cart value.

Success factors

- Change competence as coupling of abilities (skills) and attitudes (mind set)
- Linking rational methods and emotional process competence
- Building on and integrating existing knowledge and experience
- Training design based on real case studies / live cases with business game character
- Practical simulation of all phases of the change process during the training sessions
- Consistent implementation of the 3E approach (10% education, 20% exposure, 70% experience)

Project Result

Change as a leadership task was directly experienced in the training. The business game character of the training enabled the participants to develop and try out different approaches in the design of the individual phases in the change process as well as different alternatives of their own concrete leadership behavior and to transfer them directly to their own business area.

Change takes place directly at the point of sale.

Contact us for more details:

CEVEYCONSULTING GmbH
Pfalzhaldenweg 6 - D-72070 Tübingen
Fon +49 7071 407858-0
www.ceveyconsulting.com

