

2027 RETAIL LEADERSHIP DEVELOPMENT STUDY

THE FUTURE OF THE RETAIL LEADER



WHY PARTNER WITH THE STUDY

The 2027 Retail Leadership Development Study is designed to do more than report what retail leaders are experiencing. **It is intended to help companies, leaders, and industry partners better understand what leadership is becoming and what will be required next.**

With **2,094 respondents**, the study brings together perspectives from store, field, multi-unit, regional, and corporate leadership.

Sponsors help us take those perspectives further.

Your support helps us expand the reach of the research, turn the findings into practical conversations, and make the work available to more leaders across the industry.

In return, sponsors gain early access to the findings, opportunities to contribute relevant expertise and perspective, and multiple ways to engage with the leaders and companies using the research.

621

2025 Study
Respondents

2,721

2025 Study
Downloads

2,094

2027 Study
Respondents

7,500+

2027 Projected
Downloads

Who Reads Our Study

Senior retail executives, enterprise leaders, people and talent leaders, operations executives, transformation leaders, and the **decision-makers responsible for where their organizations invest, what they change, and how they prepare their leaders for what comes next.**

These leaders shape strategy, allocate resources, influence technology and talent decisions, and determine how change moves through the organization.

Their decisions ultimately reach the store, field, multi-unit, and regional leaders whose experiences and perspectives are represented throughout the study.

WHAT SPONSORSHIP INCLUDES

AT A GLANCE	PINNACLE \$7,500	STRATEGIC \$4,500
Editorial presence in the study	Two pages	Half page
CEO or founder point of view	Yes	—
Branded insight or chart	Yes	Yes
Podcast guest interview	Yes	—
Launch visibility	Press + email	Newsletter
Early access to findings	Quarterly	Pre-release
Seats inside The Campus	4	2

Founding Partners who commit by October 30, 2026 receive one additional Campus seat and first choice of which finding they feature.



Industry Conversation

Join Steve on Retail Leadership with Steve Worthy to explore what the findings mean for the leaders living them.



Executive Connection

Sit down with senior retail leaders to talk through the findings and build relationships that last beyond the study.



Early Access

See the findings before the market does, in time to shape your strategy and message around them.



Inside The Campus

Put the findings to work with seats in our leadership community for your team or your customers' leaders.

PINNACLE PARTNER

ORDER NOW

\$7,500 · Contribute to the Industry Conversation

Founding Partner: Commit by October 30, 2026 for a fifth Campus seat and first choice of which finding you feature.

For companies with a perspective, expertise, or point of view that can help retail leaders better understand what the research means.

This partnership gives your organization a deeper role in the study. We connect your executive perspective, experience, or expertise directly to relevant findings and give you opportunities to participate in the conversations that follow the research.

WHAT YOU GET FROM IT

Deeper access to the findings, meaningful executive participation, opportunities to contribute your perspective, and direct engagement with leaders across the retail ecosystem.

WHAT THE INDUSTRY GETS FROM IT

Context. Data tells us what leaders are experiencing. Experienced companies and executives can help explore what those findings mean and what leaders might do next.

WHAT'S INCLUDED

WHAT YOU RECEIVE	WHY IT MATTERS
Two-page editorial feature with CEO or founder spotlight	Your executive's story and point of view sit inside the core narrative, next to the data, where readers meet a leader and not an ad.
Branded insight or chart	One finding, seen through your lens, so your name is linked to a problem leaders are actively trying to solve.
Guest interview on Retail Leadership with Steve Worthy	Room to go deeper than a page allows, in a conversation that keeps working long after launch.
Private executive roundtable	Direct conversation with senior leaders about what they are working through, and relationships that continue beyond the study.
Quarterly early-access briefings	See the findings as they develop, in time to inform your own strategy, product, and message.
Launch announcements, press, custom email, and post-launch video	Your perspective arrives the same day the findings do, and stays in the channels where the study keeps being shared.
Priority speaking opportunity and four seats inside The Campus	Time in the room with leaders putting the findings to work, plus seats to develop your own team or your customers' leaders.

Best for: companies ready to be known for a point of view, not only a product. Sample pages follow on page 4.

What We Need From You

STEP	WHAT IT TAKES
Kickoff call	Twenty minutes to choose your angle and which findings you want to speak to.
Your materials	Executive headshot, logo, company description, and your point of view article. We can also create a draft for you.
Proof review	One round of edits on your pages before the study is finalized.
Launch	Your placement goes out with the study, the announcement, and the email.

Asset deadlines are confirmed at kickoff and sit ahead of the release date.

STRATEGIC PARTNER

[ORDER NOW](#)

\$4,500 · Help Put the Research Into Practice

Founding Partner: Commit by October 30, 2026 for a third Campus seat and first choice of which finding you feature.

For companies whose work, tools, expertise, or solutions connect directly to the challenges retail leaders are navigating.

Rather than building an executive editorial presence around the research, this partnership focuses on helping leaders connect an important finding to a practical idea, resource, or solution.

WHAT YOU GET FROM IT

Early access to the research, visibility around a relevant industry issue, opportunities to introduce your expertise, and direct connection to leaders engaging with the study.

WHAT THE INDUSTRY GETS FROM IT

Application. The research identifies the challenge. Strategic Partners help leaders understand what resources, approaches, or ideas already exist to address it.

WHAT'S INCLUDED

WHAT YOU RECEIVE	WHY IT MATTERS
Half-page feature or branded data insight	Turns a finding into an action a leader can take. Leaders in the study asked for practical tools, not more programs.
Logo placement in the study and on Worthy Retail sites	A steady presence wherever the study is read, cited, and shared.
Newsletter and LinkedIn launch inclusion	Reach in the places leaders already give their attention.
Private sponsor briefing and early access to findings	You understand the findings before the market does and can plan your message around them.
Optional 60-second launch spotlight	Your company, in your own words, at the moment of highest attention.
Two seats inside The Campus	Your team or customers learn alongside the leaders the study describes.

Best for: companies with a solution that makes a leader's week measurably better. See sample on page 5.

TWO WAYS TO MOVE FORWARD

1. Choose a package and purchase it directly with the Order Now button.
2. Book twenty minutes with Steve and we will build the placement together.

BEYOND THE STUDY

Retail leaders are carrying more change than most development systems were built to support. This study gives them a voice and gives the industry an honest picture of what the job has become. Sponsoring it is a way to stand with the people doing the work, and to help shape what the industry does with what they told us.

Let's build it together.

PINNACLE PARTNER, SAMPLE PAGES

Your pages sit inside the core narrative of the study and read like leadership perspective pieces. You share a CEO or founder point of view, then connect that view directly to the data.



Andre Whitfield
Chief Executive Officer and Co-founder,
Tillwright

From the CEO

He spent twenty years in stores before he ever wrote a line of product.

Andre started as an overnight stocker and worked his way through store, district, and regional leadership at two national specialty retailers, finishing as Vice President of Store Operations for more than 600 locations.

Across every role, he watched the same thing happen. Good direction left headquarters and arrived in stores as noise, and his best leaders spent their first hour each morning decoding it instead of leading.

He co-founded Tillwright in 2021 to fix that problem from the inside. He still visits stores every month and believes the field knows things the dashboard hasn't caught yet.

"The best store leaders I worked with were never short on talent. They were short on time."

T Tillwright

Tillwright is a store execution platform that turns headquarters direction into clear, shift-ready plans. Store leaders get what changed, what matters, and what to do next. Headquarters gets a live read on what the field is actually experiencing.

Retailers in grocery, specialty, and big-box use Tillwright to cut rework, give time back to store leaders, and close the loop on field feedback.

- 4,800+** stores running Tillwright every day
- 31** retail brands across North America and the UK
- 2.8 hrs** average weekly time returned to each store leader

Pinnacle Partner feature

Sample page. Company, executive, and figures are illustrative.

Page one: the CEO and the company, written as a story rather than a product pitch.

T Tillwright

Why this study matters to us: the field is telling us where the time goes.

A statement from Andre Whitfield, CEO, Tillwright

Retail leaders don't need to be told to work harder. Most are already giving everything they have. What this study shows is that the pace is only partly manageable, and the thing leaders want most isn't another tool or another program. It's time to develop their people.

That matches what we hear in stores every week. A leader walks in with a plan for coaching an assistant manager, and by ten o'clock that plan is gone. Three updates came in overnight,

two of them conflict, and the team needs to know what to do before the doors open.

None of that is a talent problem. It's a clarity problem, and clarity is something companies can fix. Every unclear message becomes someone's extra work, and it usually lands on the leader with the least margin to absorb it.

We support this research because it gives those leaders a voice. It shows senior teams what the work actually costs, in terms they can act on. If we want stronger retail leadership, we have to give leaders back the room to lead.

6.55 / 10

Average score leaders gave to how manageable their pace is

Confidence sits higher at 7.15. Leaders believe they can lead. The pace is what's squeezing them.

2027 Retail Leadership Development Study

38.6%

Named more time and resources to develop their team as the support they need most

The top request, ahead of better tools and clearer communication.

2027 Retail Leadership Development Study

Andre Whitfield CEO and Co-founder, Tillwright

Pinnacle Partner feature

Sample page. Sponsor content is illustrative. Study figures from the working analysis, pending final verification.

Page two: a first-person statement tied to two findings from the study.

Sample content. Company, executive, and figures are illustrative.

STRATEGIC PARTNER, SAMPLE PAGES

These pages show how a solution fits the challenges leaders are navigating now. Clean visuals, concise messaging, and a clear call to action, positioned as a practical contribution rather than an advertisement.

 **Tillwright**

Clear direction, every shift.

Your store leaders shouldn't spend the first hour of the day translating. Tillwright turns HQ direction into plans teams can act on.

**Directives, decoded**

Every HQ update arrives as three lines: what changed, what matters, what we do next.

**Shift-ready plans**

Priorities sequenced to real labor hours, so the plan fits the day you actually have.

**Field pulse**

Store leaders flag friction in seconds. HQ sees it before it shows up in the numbers.

**Closed loops**

Every piece of field feedback gets an answer, so leaders know they were heard.

Every unclear message becomes someone's extra work.



Scan for your free Field Clarity Score
Four minutes. Built for field leaders.

Option one: the half-page feature.

 **Tillwright**

2.8 hrs

given back to every store leader, each week.

When direction arrives clear, leaders stop translating and start coaching. Across our pilot stores, the time saved went straight back to the floor and the team.



See what your leaders could get back.
Scan for the full pilot results

Branded insight for the 2027 Retail Leadership Development Study

Where a store leader's week goes

Average minutes per week on each task

Before Tillwright After 90 days

Decoding HQ updates	92 min	38 min
Reworking the schedule	74 min	41 min
Chasing follow-ups	66 min	29 min
Reporting & recaps	81 min	35 min

Sample sponsor content. Figures are illustrative and do not reflect study findings.

Option two: the branded data insight.

Sample content. Company and figures are illustrative.