S.T.E.P.™ | STRATEGIC. TRANSFORMATIONAL. EXECUTIVE. PROGRESSION.

YOUR BEST LEADER ISN'T AUTOMATICALLY READY FOR THE NEXT ROLE.

S.T.E.P. prepares retail leaders for the operating shift that happens when their scope changes.



PROGRAM OVERVIEW

Leadership readiness for retail transitions, delivered through The Campus.

TRACK 1 | MULTI-UNIT

TRACK 2 | REGIONAL

TRACK 3 | EXECUTIVE

THE PROMOTION PROBLEM

RETAIL PROMOTIONS HAPPEN FAST. READINESS USUALLY DOES NOT.

S.T.E.P. exists to close that gap, so newly promoted leaders do not spend their first 6 to 18 months "figuring it out" at the organization's expense.

Most companies do not have the time or internal bandwidth to build structured transition programs. **The Campus** provides a ready-to-deploy, retail-specific readiness system for three critical leadership moves.



TRACK 1
Store Manager to Multi-Unit Leader

TRACK 2
District Manager to Regional / Group Director

TRACK 3
Divisional Leader to SVP / Executive

WHAT "READY" MEANS IN S.T.E.P.

Readiness is not tenure, confidence, or prior role performance. **A leader is ready when their operating behavior matches the demands of the next level.**

Decision Level
They solve the right problems at the right level.

Influence Radius
They lead through leaders and systems, not personal heroics.

Narrative Control
They interpret complexity and communicate what matters and why.

Talent Judgment & Development
They make clear readiness calls and build bench strength that outlasts them.

Time Leverage
They invest energy where it scales, not where it feels productive.

Judgment Under Pressure
They make sound calls with incomplete information.

Leader Creation
Their presence grows the capability and confidence of others, not dependence on them.

SAME SEVEN DIMENSIONS.
DIFFERENT EXPECTATIONS AT EVERY LEVEL.

The core promise: **leaders return with a visible operating shift, not just new ideas.**

PROPRIETARY INTAKE AND REASSESSMENT

THE READINESS DIAGNOSTIC (BEFORE AND AFTER)

Before the cohort begins, each participant completes the **S.T.E.P. Readiness Diagnostic**. It is not a personality profile and not a list of generic competencies. It identifies **where a leader is still operating at their previous level**, so coaching and application can be targeted.



The diagnostic informs:

- Which track fits, or whether a leader should wait
- Individual coaching emphasis
- Cohort peer grouping for stronger accountability
- Early risk areas that cause dips after promotion

1 ASSESS
Pre-program diagnostic sets the baseline

2 DEVELOP
Live sessions aimed at the gaps found

3 APPLY
Field work in the real role, plus 1:1 coaching

4 REASSESS
Post-program diagnostic shows what changed

WHY COMPANIES OUTSOURCE S.T.E.P. TO THE CAMPUS

We do the heavy lifting. No internal program build, no content creation, no logistics burden.

Faster readiness. Reduces the hidden "adjustment tax" after promotions.

Consistent leadership standards. Readiness means the same thing across regions and banners.

Retail-specific. Built around real field constraints and real enterprise pressure.

Retention and engagement. High-potential leaders stay longer when development is serious and structured.

BUILT INSIDE RETAIL. NOT ADAPTED TO IT.

WHERE S.T.E.P. LIVES

WHAT IS THE CAMPUS?

The Campus is a leadership development community built only for senior retail leaders. Members learn through on-demand Masterclasses, live sessions, and a leadership library, taught by Campus instructors with over 100 years of retail leadership experience.

S.T.E.P. lives inside The Campus, so the learning does not stop when the cohort ends.

Masterclasses	Live sessions	Leadership library

IF YOU CAN GOOGLE IT, IT ISN'T A CAMPUS MASTERCLASS.

DELIVERY ENVIRONMENT

The Campus is the operating environment for every cohort. Each participating company receives:

- ✓ A **private portal** for their cohort and stakeholders
- ✓ Participant access to all S.T.E.P. materials, live and on-demand
- ✓ **Full access to The Campus**: leadership library, tools, and ongoing development
- ✓ A consistent place to revisit concepts and stay aligned after the program ends

> This is not a one-off training event. It is a structured development system leaders keep using.

READINESS CONFIRMATION

Every track ends with a simple, executive-friendly confirmation process. Participants complete:

- ✓ The **post-program Readiness Diagnostic**
- ✓ A leadership output review: what changed in decisions, time, and influence
- ✓ A short manager and stakeholder observation prompt set
- ✓ A final coaching checkpoint on the operating shift and next-step focus

> This protects the company from "completion theater" and reinforces what matters: **visible readiness**.



TRACK 1 | MULTI-UNIT COHORT

STORE MANAGER → MULTI-UNIT LEADER

For high-potential Store Managers stepping into multi-unit leadership.

CORE LEARNING AREAS (THE SEVEN DIMENSIONS)

Decision Level
Diagnosing patterns across stores and letting Store Leaders decide.

Time Leverage
Results sustained by Store Leader capability and operating cadence, not presence.

Influence Radius
Store Leaders aligned and acting without waiting for the leader.

Judgment Under Pressure
Disciplined prioritization across stores, not hands-on control.

Narrative Control
Explaining patterns across locations, not individual store stories.

Leader Creation
Store Leaders growing more capable and confident under their leadership.

Talent Judgment & Development
Telling performance from potential and building bench strength.

WHAT USUALLY BREAKS (WHEN UNSUPPORTED)

- ✕ The leader tries to run multiple stores like one bigger store
- ✕ Time gets consumed by urgent store-level issues
- ✕ Delegation stays shallow, bench strength stalls, performance varies by location

WHAT CHANGES WHEN THEY'RE READY

- ✓ Stops being the "fixer" and becomes the **builder of leaders**
- ✓ Their calendar reflects leverage, not firefighting
- ✓ Store performance becomes more consistent without their constant presence
- ✓ They can explain performance clearly and act on drivers, not noise

FORMAT

- ✓ **8-week cohort** (live sessions plus on-demand reinforcement)
- ✓ Weekly peer advisory
- ✓ Two 1:1 coaching sessions
- ✓ Real-world scenarios tied to field realities



TRACK 2 | REGIONAL INTENSIVE

DISTRICT MANAGER → REGIONAL / GROUP DIRECTOR

For experienced District Managers preparing for Regional or Group Director roles.

CORE LEARNING AREAS (THE SEVEN DIMENSIONS)

Decision Level
Making region-level tradeoffs, even when one district loses.

Time Leverage
Time spent developing DMs and creating clarity, not overseeing districts.

Influence Radius
Aligning DMs and functions without positional authority.

Judgment Under Pressure
Protecting regional priorities over district advocacy.

Narrative Control
Communicating regional patterns, tradeoffs, and implications, not district updates.

Leader Creation
Developing DMs who resolve complexity instead of escalating it.

Talent Judgment & Development
Making evidence-based talent calls across districts.

WHAT USUALLY BREAKS (WHEN UNSUPPORTED)

- ✕ Strong field operators stay trapped in execution
- ✕ Cross-functional relationships stay reactive instead of strategic
- ✕ Decision-making becomes overly dependent on reporting instead of insight

WHAT CHANGES WHEN THEY'RE READY

- ✓ Shifts from "running the field" to **setting direction and enabling performance**
- ✓ Builds partnership across functions instead of waiting for support
- ✓ Communicates priorities with clarity and tradeoffs, not just updates
- ✓ Leads change without losing the field emotionally or operationally

FORMAT

- ✓ **10-week intensive** (live and virtual)
- ✓ Peer advisory
- ✓ Three 1:1 coaching sessions
- ✓ Two leadership simulations and crisis-based scenarios



TRACK 3 | EXECUTIVE MASTERCLASS

DIVISIONAL LEADER → SVP / EXECUTIVE

For Divisional Leaders stepping into SVP and enterprise roles.

CORE LEARNING AREAS (THE SEVEN DIMENSIONS)

Decision Level
Decisions that serve the enterprise, even when the division absorbs the cost.

Time Leverage
Using time and resources to signal enterprise priority, with political consequence in view.

Influence Radius
Shaping enterprise decisions across functions, beyond the reporting line.

Judgment Under Pressure
Staying steady under board-level scrutiny and ambiguity without destabilizing others.

Narrative Control
Framing how the enterprise understands reality before others define it.

Leader Creation
Building decision systems that scale judgment without the leader.

Talent Judgment & Development
Designing succession that keeps the organization strong without the leader.

WHAT USUALLY BREAKS (WHEN UNSUPPORTED)

- ✕ Leaders remain operationally excellent but strategically underpowered
- ✕ Executive presence becomes inconsistent under pressure
- ✕ They struggle to influence up and across without over-explaining

WHAT CHANGES WHEN THEY'RE READY

- ✓ Moves from operational leadership to **enterprise direction-setting**
- ✓ Simplifies complexity and creates decision clarity for other executives
- ✓ Influences across the organization without authority-heavy behavior
- ✓ Makes investment and talent calls with better judgment and fewer blind spots

FORMAT

- ✓ **12-week executive masterclass**
- ✓ Private leadership roundtables
- ✓ Board-facing Enterprise Leadership Capstone
- ✓ Four 1:1 executive coaching sessions
- ✓ Three board-level simulations

PROGRAM PRICING

PER-PARTICIPANT TUITION

12-month Campus access included. Pricing rewards organizations that commit to building a leadership pipeline, not developing leaders one at a time.

TRACK 1
MULTI-UNIT COHORT

Store Manager → Multi-Unit Leader

TUITION PER LEADER

1 participant	**$3,500**
2–5 participants	**$3,250**
6+ participants	**$2,950**

Take the Track 1 Diagnostic

TRACK 2
REGIONAL INTENSIVE

District Manager → Regional / Group Director

TUITION PER LEADER

1 participant	**$6,500**
2–5 participants	**$5,850**
6+ participants	**Custom**

Custom cohort conversation

Take the Track 2 Diagnostic

TRACK 3
EXECUTIVE MASTERCLASS

Divisional Leader → SVP / Executive

TUITION PER LEADER

1 participant	**$12,000**
2–5 participants	**$10,800**
6+ participants	**Custom**

Custom cohort conversation

Take the Track 3 Diagnostic

WHAT'S INCLUDED PER PARTICIPANT

- ✓ Readiness Diagnostic, before and after
- ✓ Coaching and peer learning, by track
- ✓ **Private company portal**
- ✓ Live and on-demand cohort delivery
- ✓ Sponsor readiness reports
- ✓ **12 months** of full Campus access

READY TO SEE WHERE YOUR LEADERS STAND?

Developing a team? Start with the Organizational Readiness Assessment

Book a S.T.E.P. Briefing →