

# How Can You Help Your Store Manager Help You?



## Try working in their shoes for a day

We ask a LOT from our managers. It's up to them to keep the store running smoothly and profitably. They oversee everything from inventory to budgets, record keeping to customer retention, hiring and retaining staff, and then firing when things go south. The manager is the backbone of the store, and its success or failure ultimately lies with them.

Not only are managers vital to the success of any store, they are the most influential person in an employee's work life. Keep your managers happy, and that will likely translate to the rank and file and reduce turnover throughout the store.

So what's a retail leader to do? *Make their jobs easier.* Sound simple?

Steve Jobs once said, "Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple."

Start by learning the day-to-day realities of your store managers. Try shadowing one of them for a few days or more. Before you start, map out what an ideal day should look like, and note where reality deviates from the ideal. Specifically, take note of how things are done and look for opportunities to streamline or simplify their tasks and responsibilities.



# Take these 5 steps to make your managers more productive

## STEP 1

### Walking in the door, what's what?

What's happening (or isn't) the moment your manager gets in? Do they know who's on the floor, who's late, and who's a no-show?

What does their office look like? Do you see sticky notes with time-off requests or long to-do lists?

What about the tasks of the day? Does your manager have a good handle on what needs to be done, who needs to do it, and any associated deadlines?

## STEP 2

### What's next?

Do all associates have their responsibilities and to-dos for the day? How are those being managed and prioritized? Are the most important things getting done?

## STEP 3

### Get in the weeds

Inevitably the day is derailed by something unexpected. Did an associate call out? Was someone late? Did corporate send out an urgent request to change up one of the displays or recall a product?

How does the floor look? Is everything where it should be? How is the manager ensuring everything is up to standards and validating that? How are they getting help from corporate?

## STEP 4

### Plan for tomorrow

Who's on the schedule for tomorrow, and do they know what to focus on? Are their tasks planned and scheduled?

## STEP 5

### Look ahead

Is the schedule set for the weeks ahead? Are there any changes that need manager intervention?

Are there any associates interested in moving up in the organization, and is a plan in place to help them develop?



## Now, head back to corporate

How did your ideal day compare with your store experience? Helping your managers run their stores well will go a long way toward benefiting your entire organization, and modern workforce and task management solutions can help automate, streamline, and simplify many of the challenges your managers are faced with every day. They'll be more productive, less stressed out, and most important, be happier in their role. This means they'll stay longer, build a strong team around them, and make their store successful.



Our purpose is people

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