

BRC LEADERS' SUMMER SCHOOL 2021

PROGRAMME BROCHURE

WHAT YOU WILL LEARN

Leading and Learning Dimensions

- Assess and evaluate your leadership practice.
- Create action plans for personal and organisational development.
- Create strategies to overcome barriers to your learning and development

Profit

- Gain an understanding of the current Linear Economy, its successes and the limits for future profitability.
- Gain understanding of the Circular Economy and its place in the future of profitable retail

People

- Be able to apply Inclusive Leadership in the workplace
- Be able to apply Authentic Leadership in the workplace
- Know how to elevate the position of people within your team and organisation

Planet

- Gain insight into the Climate Challenges and their impact
- Begin to understand the pivotal role the retail sector has in becoming solution finders
- Be able to apply personal and organisational strategies and practice that builds on the sectors' commitment to Net-Zero Carbon
- Gain confidence to become advocates for sustainable practice within your organisation

Purpose

- Understand the importance and impact of having clarity of personal purpose
- Know how to bring personal purpose to the workplace
- Be able to apply approaches to increase employee engagement

Group Coaching Sessions

- Build on your network through meeting others from different roles and organisations
- Gain a different outlook to others' approaches to scenarios
- Put into play your teamworking, feedback and coaching skills
- Work collaboratively with others towards a shared output

EMERGING LEADERS

Coaching and Facilitation

- Develop key coaching skills
- Gain knowledge on how coaching can promote increased workplace performance
- Have the opportunity to practice and gain feedback on their coaching skills
- Be able to apply a coaching model back in the workplace

Wellbeing

- Understand the relationship between, wellbeing, stress/ anxiety and positive mental health
- Will be able to support wellbeing within your teams
- Know how to respond to staff experiencing stress/ anxiety and mental health problems

Leading through Change

- Know how to lead a team through change
- Understand your own process when going through change

Bringing Purpose to your teamwork

- Know how to be an effective team member
- Be able to integrate a range of approaches to develop an effective team

Self-Awareness

- Understand the integral place of self-awareness when leading yourself and others
- Get a range of tools to develop your own awareness and support others

Inspiring and engaging communication

- Be able to structure an inspirational message that gains buy in from others
- Be able to incorporate the basics of good 'storytelling' into your communication style
- Explore tips from TED talks on how to engage with impact and meaning

TRANSFORMING LEADERS

Creating profit beyond money

- Understand the customers desire for social corporate responsibility within an organisation's operational values and approach
- Be able to articulate how having a purpose is not forgetting about profits but changing how you think about the positive outcomes that occur when profit happens
- Build on financial awareness for non-financial roles to inform decisions

Creating working cultures that transform behaviour and performance

- Understand how to create a psychologically safe environment to deliver behavioural change within your team
- Know how to implement incremental behavioural shifts to change a culture

Understanding Big Data

- Explore the acceleration of digital within retail and the key consumer shifts that have happened over the past 12 months
- Be able to understand the Google habit formation framework
- Gain awareness of the historical development of big data within retail and how this impacts on the customer experience

Taking a systemic approach to sustainability

- Plan for net zero carbon and consider how to apply this within the organisation
- Understand how to overcome barriers to achieve net zero carbon emissions

Nurturing and creating lifelong customers

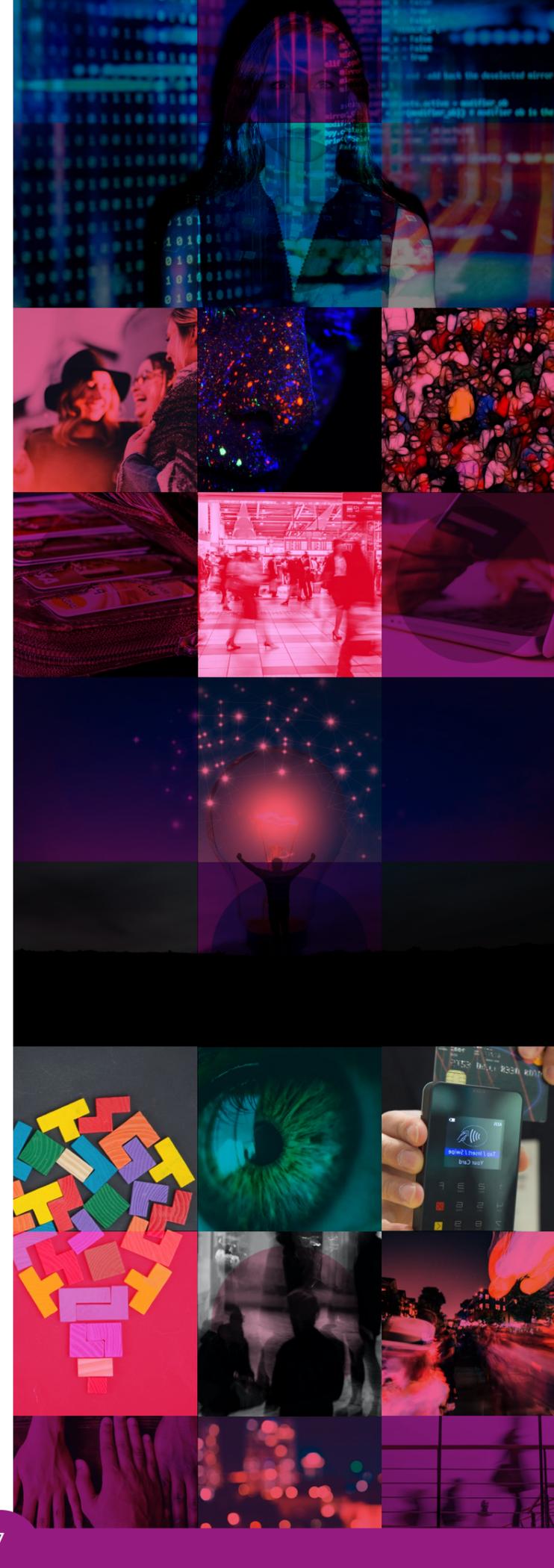
- A framework to understand your customer offer
- Know when to be consistent and when to innovate with customers
- Understand how value links to purpose for your customer
- Build awareness on establishing an emotional relationship with your customer

Business & the wider eco-system

- Understand the place of retail within the wider social and business community
- Build awareness on how an organisation interconnects with others to align your goals and vision to deliver quality products, services and experiences
- Give consideration to the impact or influence of your organisation on the community

Leading through change

- Know how to lead a team through change
- Understand your own process when going through change



WHY BRC LEARNING?

For over 90 years, retailers have come together in the Summer in Oxford to learn about leadership and our industry under the banner of OSS Retail (formerly Oxford Summer School). Now, following the most disruptive year of our lifetime, we bring you the same unique experience (meet and learn from an incredible array of fellow delegates and contributors) in a digital learning programme. Don't just take our word for it, here's why Retail leaders love us:

"The OSS Masters week was a great opportunity to network with peers across the Retail industry, to listen to their ideas, perspectives and experiences. On top of this, the speakers and contributors were of the highest order. They spoke with great passion and provided thought-provoking and insightful content."

Senior Director, Finance, Asda

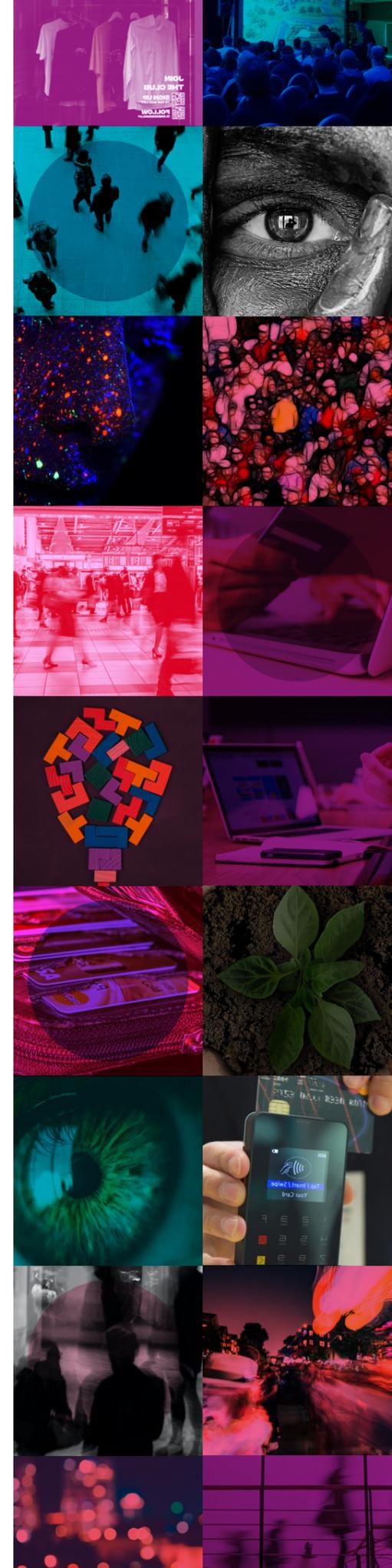
"My week spent on the OSS Masters Programme was invaluable. The insights, learnings and ideas shared by both the amazing guest speakers and the rest of my cohort have really stuck with me; I learned a lot around authentic leadership, which was amply demonstrated throughout the week. Since returning to my 'day job', I've been able to make positive changes in my leadership style, and have a renewed sense of confidence that grew during the OSS week. I've shared lots of my learnings with my peer group - and have recommended everyone attend"

Lauren Seabrook, Head of Merchandising, The Perfume Shop



PROGRAMME BREAKDOWN

MAY	Onboarding of delegates & Line Managers		
JUNE	Welcome pack, Self Assessment & Complex Context		
	Live launch 9th June 11am - 2pm		
	Learning and Leading Dimensions - Live 16th June		
	Purpose	Planet	People
	Introduction to the 4 pillars, live content & course modules on our Learning platform		
JULY	Live Panel discussion on the 4 pillars 30th June		
	Purpose	Planet	People
	Literacy modules on the 4 pillars, live & online content		
AUGUST	Coaching & Facilitation	Emerging Leaders Project Accessible modules, videos & forums via Learning Platform Transforming Leaders Simulator	Profit Plus
	Wellbeing		Working Culture
	Self Awareness		Big Data
	Bringing Purpose to teamwork		Sustainability
	Change		Life Long Customers
			Business & the wider eco system
			Change
SEPT	Inspiring and Engaging Communication		
	Final panel event/closing ceremony, presentations		
Regular Group Coach sessions around key dates and sessions Time commitment of approximately 10 days/4-5 hours per week			
Reviews can be carried out during the programme with delegates and companies. Mentor support is being explored for post programme for those that wish to participate.			
	Everyone	Emerging leaders	Transforming Leaders



DATES OF LIVE EVENTS

 9TH JUNE	 11AM TO 2PM	Live Welcome event with keynote speakers followed by the first Group Coaching session with other delegates to explore learning outcomes, build the team network and agree ways of working
 16TH JUNE	 TBC	Leading & Learning dimensions with Evelina to set delegates up for their learning journey and start to introduce the purpose pillar
 30TH JUNE	 2PM TO 3PM	Live Panel discussion with the pillar owners to explore their connections and pose questions from the groups
 1ST JULY	 TBC	Live introductions to the Emerging and Transforming Leaders projects (Separate), 30 minutes, open to all or just team leaders
 6TH JULY	 TBC	60 minute session with the Centre for Alternative Technology to explore the planet pillar and literacy module
 7TH JULY	 3PM	30 minute session with the Ellen MacArthur Foundation to explore the profit pillar and literacy module
 14TH JULY	 7PM	60 minute session with Paul Anderson-Walsh (TCFIL) to explore the people pillar and literacy module
 11TH AUGUST	 TBC	30 minute session with CAT
 18TH AUGUST	 TBC	60 minute session on effective communication techniques with True Place Consulting
 8TH OR 9TH SEPTEMBER	 TBC	Live closing event either virtual or face to face

SOFTWARE SPONSOR

FREQUENTLY ASKED QUESTIONS

What's the price per person and do you offer any discounts?

The price is £1,200 for the Emerging Leaders Programme and £1,500 for the Transforming Leaders Programme. We have kept the price competitive for 2021 in order to support the industry as we re-emerge and rebuild from the pandemic. We recognise that it is so important to be able to continue to offer learning opportunities to your people. Discounts may be applied dependent on previous attendance to our Autumn programmes or by discretion with our Head of Leadership Programmes.

Is the programme accredited?

You will be awarded a digital badge to recognise your participation in the programme which you can display on your website, CV or social media account. The badge will be available to download from our new Learning Platform upon the completion of the programme.

Who's the programme for?

The Emerging Leaders School is for those new in a leadership role or those that have the potential to step into a leadership role within 12-18 months along with those in support functions who want to develop more self awareness and understanding of the wider business.

The Transforming Leaders School is for established, evolving retail leaders and support managers, possibly those already in a leadership role with a proven track record of experience and influence.

We are taking a broad view of leadership in that it is something that everyone can do. However it is also useful to accept that those in differing places on their leadership journey will benefit from different development opportunities.

What are the live sessions about?

These are opportunities to be inspired and challenged by field leaders and disruptors with differing perspectives followed by opportunities to discuss and explore your reflections with peers and pose questions to the presenters or panels. There will be approximately 8-10 live sessions across the duration of the school. Each one will last between 30 to 90 minutes maximum.

Will live session be recorded/on demand if I cannot attend?

All of our live sessions will be recorded to access after the event as we understand that sometimes life will get in the way. We do however encourage delegates to attend as many of the live sessions as possible in order to fully benefit from the discussions and Q&A's with the speakers.

How long will the course take to complete/what's mandatory?

As with any blended learning opportunity, commitment and engagement from delegates are what makes the learning happen. All content will be completed within the length of the programme (June - September). Delegates will be expected to access all live events (or watch

recordings) and access on demand content as it is released. There will also be a project or simulator running alongside the programme in July and August which delegates are required to complete.

Each delegate will be assigned to a coaching group made up of 8-10 learners and facilitated by a Group Coach, these sessions are essential in order to benefit from the social learning element of the programme

It sounds like a big commitment, how much time will I need to put aside?

Across the duration of the school we anticipate that each learner will need to assign 4-5 hours per week to either live events, group coach sessions, module work or self reflection. The live events will be scheduled at different times of the day i.e. morning, afternoon and evening lectures, in order to give as much agility to support learners in the flow of their work and lives.

Is there a final assessment and what if they don't pass?

There is no final assessment. However, delegates will be expected to commit to a continuing personal development plan at the end of the School. This will include how they will apply learning back into their organisation and a review against their initial objectives. As part of the project or simulator delegates will receive final feedback on their submissions and position against other groups at the end of the programme.

How do you measure the results of the learning?

There will be a golden thread of "how can I apply this learning and how will it impact me, my team and my organisation". This will be supported through a leadership assessment that will take place at the start, mid-way and at the end of the School. The results will continue to grow and evolve as delegates take their learnings back to the workplace and assess these against their original learning objectives.

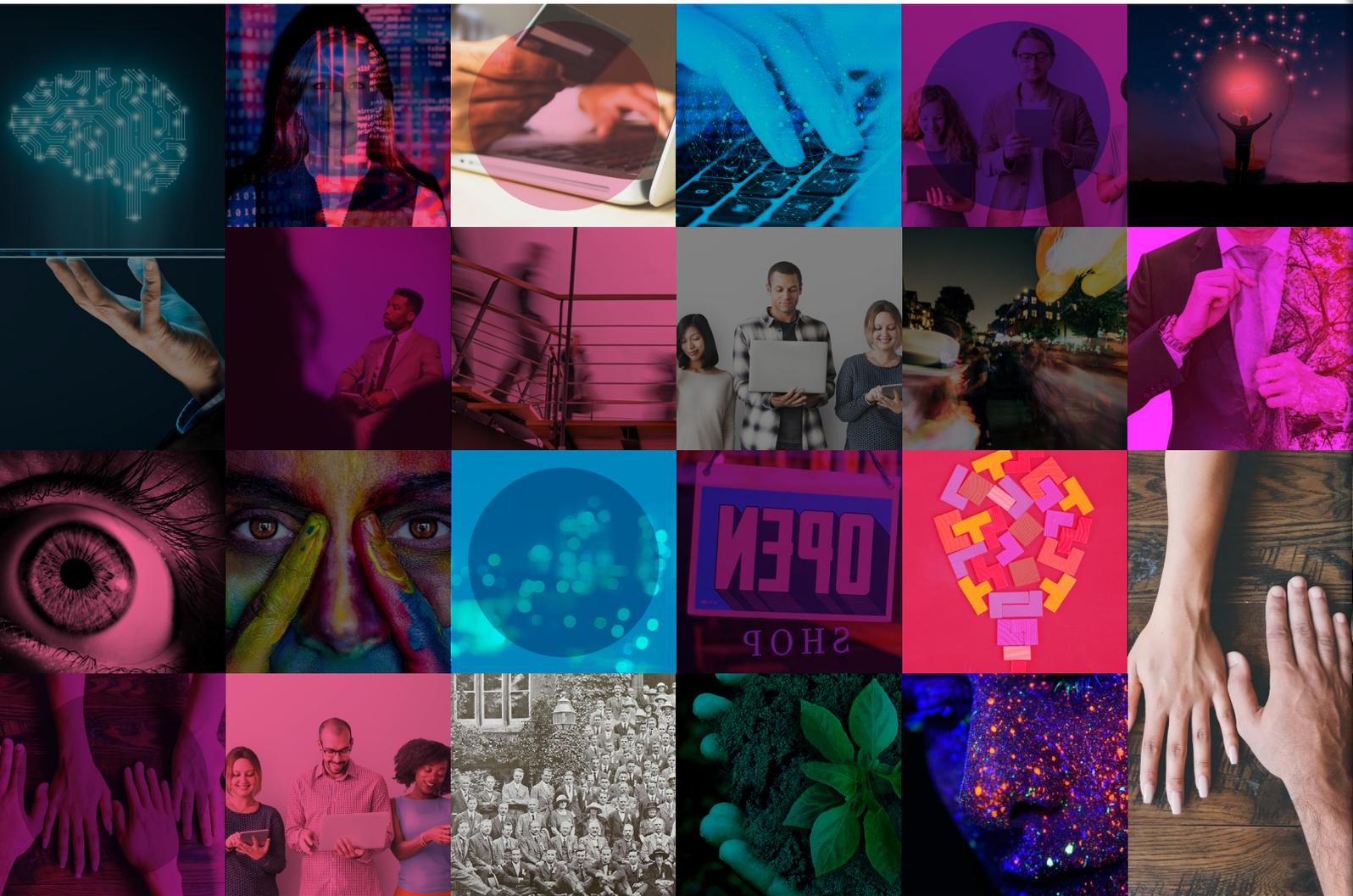
Will delegates have access to a coach or mentor? If yes, how/in what format?

All delegates will be part of a coaching group for the length of the schools where they will be supported by a 'group coach'. Delegates and their sending organisations will be encouraged to identify an in-house sponsor/mentor who can support the application of delegates' learning back into their workplace.

Is there any pre-work ahead of the start of the School?

In the week leading up to the live launch day delegates will receive their welcome packs. This will include a link to the Learning Platform which will be the main source of information during the programme, they will also get access to a complex context video - a thought provoking view on the future of retail and some insights into what they can expect from the course. They will also be asked to complete a self-diagnostic development tool which will support their learning journey and measure their progression during the programme.

More questions? Email vicki.young@brc.org.uk



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