

SIMULATORS

Retail Management Flight Simulators

Store leaders make the expensive mistakes in a simulation built on your P&L, your competitors, and your store formats, not on your floor.

"Our leaders are not ready for what is coming."

"We cannot tell who is ready to lead."

"Customers walk in loyal and leave indifferent."

WHO IT IS FOR**LEVEL**

Store and service teams, Frontline leaders, Mid-level leaders, High potentials

TIME

1 day · Ongoing

LANGUAGES

English

GROUP SIZE

Any group size

FORMAT

In person · Virtual · Hybrid

BUSINESS OUTCOME

Decision speed, Talent insight, Revenue growth

WHAT HAPPENS

Store leaders go head-to-head against aggressive competition and formulate strategies to hit their targets.

Every call plays out. The market pushes back. The cost lands in the room instead of in your quarter.

Veterans and rookies both come out with better judgment, and you see who has it.

WHAT CHANGES

- Expensive mistakes made where they cost nothing
- Judgment under the thousands of retail variables
- You see which store leaders think like owners
- Strategy that competes

HOW WE MEASURE

The Facilitator debrief names what the room revealed: who led, where decisions slowed, what the team committed to. You receive the commitments in writing, tied to names and dates.

HOW IT FITS WHAT YOU HAVE

Built around your store formats, your customers, and the moments your associates face on the floor. Practice rounds use your merchandise and your policies.

INVESTMENT

\$10,000 – \$25,000

Custom build · same number in USD, CAD and EUR

Design, build, and first live cohort, built on your P&L. Dispersed virtual access for every store leader and every future hire: \$99 per person per year.

WHAT IT INCLUDES

- A simulator built on your P&L, competitors, and store formats
- The first live cohort, facilitated
- Ongoing AI practice trained on what the live room captured

PROOF

Simulators for 3 leadership levels, 65 countries

Bata Shoes: Devco, Advanco and EMP levels; TJ Bata attended the debriefs. No business-result number on file yet

"Doug is fantastic at what he does."

— Kathryn Hotte, Bata

Schedule a 20-minute walkthrough

[See how it runs online](#)

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