

RETAIL AND CUSTOMER

Retail Needs Impact Identifier

A report that finds what actually affects store behavior and prioritizes the learning investments that will move store results.

"We invested last time and nothing changed."

"Customers walk in loyal and leave indifferent."

WHO IT IS FOR**LEVEL**

Senior leaders, Mid-level leaders,
Store and service teams

GROUP SIZE

Under 20

TIME

Sessions over weeks

FORMAT

Virtual · Hybrid

LANGUAGES

English

BUSINESS OUTCOME

Talent insight, Customer loyalty

WHAT HAPPENS

We find out what affects behaviors on the floor and what barriers stand between associates and store results.

The report prioritizes the learning investments by expected impact, and names the ones to skip.

You invest in the right content, the right approach, and the right fit, before spending on delivery.

WHAT CHANGES

- Stop spending on irrelevant programs
- Stop damaging morale with content that does not apply
- Clear priorities for the learning budget
- ROI you could defend

HOW WE MEASURE

The report itself, plus a review 90 days after the first recommended investment ships.

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 per design day

Custom build · same number in USD, CAD and EUR

Scoped after a one-hour JSD. Typically two to four design days including store visits and interviews.

WHAT IT INCLUDES

- Interviews and store observation
- The prioritized Needs Impact Identifier Report
- A recommended investment sequence

Schedule a 20-minute walkthrough

[See how it runs online](#)

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