

# BE AN EFFECTIVE RETAIL MANAGER BY IMPLEMENTING LEAN TECHNIQUES

---





As many retail managers have come at their profession from a vocational angle, few have degrees in management, meaning many learn on the job. While this is a great way to get to grips with the nuances of a particular retail organization, it can have its pitfalls, as much of the route to expertise will require plenty of trial and improvement.

So, which challenges are likely to be most important for a retail manager, and how best can they be overcome?

Here's a crash course in becoming an effective retail manager.

What should a retail manager do?

Retail managers, in the simplest terms, are necessary to increase and maintain a steady stream of productivity across a retail environment. Though this may sound simple, it requires a skill-set that covers four broad areas as follows:

1. Time management
2. Recruitment and supervision of staff
3. Facilitating and maintaining changes
4. Staff motivation, morale and effectiveness

Now that we've identified the areas in which effective retail managers must function as experts, let's take a closer look at the ins and outs of each area. In some respects, it can be easy to neglect time management when approaching a retail manager role. This is because you cannot create time like magic –it's a finite resource, and when it's gone, there's little you can do about it.

## **1. Time Management**

Time management, then, requires a skilled retail manager to follow these general rules:

- Don't let the urgent necessarily take priority over the important. Problems will arise unexpectedly, but knowing when they should be dealt with immediately at the potential detriment of other tasks is part of being a skilled manager. Delegation is your friend here.
- Identify and deal with time wasters, including sloppy staff and inefficient processes.
- Don't be afraid to say no. If you can't do something, you can't do it. Being a yes man is not a virtue.

## **2. Recruitment and supervision of staff**

As a retail manager, ultimately, your potential only stretches as far as that of your team. The key to successful staff management is trust. Trust them to manage themselves and provide them with incentives to work hard, and you may be pleasantly surprised. You could:

- Implement mutual evaluation protocols on a regular basis
- Set clear, achievable goals
- Encourage communication across all platforms
- Lead regular training sessions

## **3. Facilitating and Maintaining Changes**

When it comes to retail, change shouldn't just be expected, it should be anticipated and prepared for. Here's how to both facilitate and maintain change in a fast-moving market and to implement a culture of adaptation across your organization.

- Forecast change where possible
- Manage team efforts
- Eliminate a resistance to change by associating it with improvement
- Keep everyone informed

## **4. Staff Motivation, Morale and Effectiveness**

Staff motivation is the key to successful management and maintaining it should be an ongoing priority – not something you attempt to build in one fell swoop before announcing the job to be complete. You must continually work toward staff satisfaction. Here are a few ways to do so:

- Make goals group-based
- Encourage teamwork
- Delegate responsibility to demonstrate trust
- Treat all team members equally
- Utilize cross-training programs
- Formalize procedures for team feedback



**[www.leadingedgegroup.com](http://www.leadingedgegroup.com)**

**Leading Edge Group Ireland, Charter House, Cobh, Cork, Ireland  
Tel: +353 21 4855863 | Fax: +353 21 4855864**

**Leading Edge Group North America, 60 St Clair Ave E Suite 805, Toronto, ON, M4T 1N5  
Tel: +1 (416) 637 5074 | Fax: +1 (647) 748 3722**