

Strategic Transformation in Retailing

Future-Proofing for Retail Success

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Dates

2 Days Dates TBC

The days will run from 9am to 5pm, with meals provided

Location: On Campus / Virtual via Zoom

Swinburne University of Technology
Hawthorn, Victoria 3122, Australia

Cost

On Campus 20ppl max (15ppl min) A\$2,250 +Inc GST

Virtual 20ppl max (15ppl min) A\$1,5000 +Inc GST

The pace of change in retailing is accelerating, and the biggest problem facing the industry is keeping pace with disruption from technology and consumers. Importantly, the fundamentals of retailing haven't changed. But advancing technology affords much more capability to identify what individuals think, feel and do, and even make these predictions into the future.

Today's retailers cannot afford to sit back and rest; they need to prepare for the next wave of change and develop winning strategies that transform and sustain their business for the future. This program helps retail businesses develop transformative and innovative strategies to compete and win in the global retail marketplace.

Program Topics

Strategic Transformation in Retailing provides a strategic look at the best methods to win in the highly competitive retail sector. We believe in learning by doing, in this course you'll learn through engaging case study discussions, hands-on activities, sharing insights with a diverse cohort, and immersive visits to leading Australian retailers and retail precincts. Topics include:

- Emerging trends reshaping retail
- Experimenting with new retail paradigms
- Supply chain transformation
- Operational efficiencies
- Omni-channel alchemy
- What's next? A view of the future

Empowering Retail Leaders

Those who will benefit from the program include:

- Senior managers and leaders from all sectors of the retail industry
- Owner-managers operating in the retail industry
- Senior managers from service and support providers to retail organisations

The program is designed to provide participants with:

- Critical and comprehensive understanding of the drivers of change in retail
- Comprehensive and integrated frameworks for retail strategy and a consideration of how these translate into practice
- Frameworks and tools to develop strategic transformation in retail

Skills to Succeed

Designed around the key factors of retail success, the program uses case-based teaching and immersive experiences to showcase the latest global trends and strategies employed by some of the world's leading retailers.

The program enables participants to embrace and adapt to change and lead in retail transformation by:

- Understanding the latest trends, insights and best practice shaping the business and consumer arena to inspire new thinking, ideas and innovation
- Building a shared understanding through working interactively with others on a variety of different exercises, and case studies
- Exchanging insights and experiences with those from other organisations, sectors, and countries through group case analysis, class discussions, and problem solving

By the end of the program, participants will be able to:

- Strategically analyse retailers from a variety of different sectors and channels
- Understand how consumer behaviour and technology impact retailing strategy
- Develop well-informed strategies that enable cross-functional business transformation

Dynamic Learning Environment

Program delivery involves a mix of online and offline content, team-based discussions and ideation sessions, comprehensive case study analysis, and a mini retail study tour. The program concludes with participants showcasing their own learning and short guest presentations from retail disruptors.

Working interactively in groups, participants will also share their experiences, thinking, ideas, and perspectives to address the challenges faced by retailers and build their understanding and capabilities to drive transformative business growth.

Program Facilitators



Sean Sands is Director of the Customer Experience & Insight (CXI) Research Group and Associate Professor of Marketing at Swinburne Business School. CXI is a commercially-oriented research group which works with organisations to generate powerful insights that aid in the development of optimal customer experiences, inform innovation, and lead to actionable strategies. Sean has delivered seminars globally on retail innovation, design thinking and customer experience strategies. Sean has assisted brands in mapping customer experiences and developing an understanding of the customer journey, expectations, needs and desires. He frequently presents at industry conferences on the future of retail and consumer behaviour. His research expertise includes strategy, service design, customer experience design, advanced research methods, new product development, pricing research, and market segmentation. He is published in the *European Journal of Marketing*, *Journal of Business Research*, *Journal of Retailing*, and *Journal of Retailing and Consumer Services*, among others. Sean teaches Marketing Strategy and is a visiting Professor at EADA Business School in Barcelona, where he teaches CX Design in the MBA program.



Jonathan Elms is the Sir Stephen Tindall Chair Professor in Retail Management at Massey Business School and leads the Bachelor of Retail and Business Management (BRBM), New Zealand's only retail degree.

Jonathan is the Founding Director of the Centre for Advanced Retail Studies (CARS), New Zealand's centre of excellence for retail research, education and scholarship. Jonathan has also conducted research and is a regular keynote speaker at national and international conferences on the topics of retail change, strategy, and innovation.

The AGSE Advantage

Founded in 2001, the Australian Graduate School of Entrepreneurship (AGSE) is Australia's first dedicated entrepreneurship school. Based in the Faculty of Business and Law, the AGSE is connected to expertise in the wider university. Building on Swinburne's longstanding practice of engaging with industry, AGSE executive education is co-created with senior industry leadership.

AGSE programs are led by highly-regarded researchers and educators who are both thought leaders and pragmatic practitioners. With a focus on real-world business challenges, AGSE's suite of executive education programs develop participants through instruction, collaboration, and peer interaction.

For more information about developing the tactics, strategies, and skills needed to thrive in today's global business environment, contact:

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CXI Research Group

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AGSE

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CRICOS Provider Code: 00111D
Training Organisation Identifier: 3059

The information contained in this brochure was correct at the time of publication, June 2018.
CXI Research Group reserves the right to alter or amend the material contained in this guide.
Membership information may change, for the most up-to-date information please contact the CXI team.

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