

46<sup>th</sup> Retail Excellence Seminar Series:

# THE GROWTH MINDSET FOR RETAILERS: A Shift Mindset from Transactional to Transformational Service Experience

May 21, 2019 (1:00PM-6:00PM)  
Clermont 22<sup>nd</sup> floor Discovery Suites Manila  
25 ADB Avenue Ortigas Center Pasig City

**RESOURCE SPEAKER / LEARNING PARTNER:**  
Ms. JV Wong (Chief Executive Igniter of  
People Ignite Organizational Development and Training)

## I. BRIEF DESCRIPTION:

- Our day-to-day ways of engaging with customers require a shift of mindset: We can no longer just serve our customers on a transactional level. If we want our customers to stay with us and believe in what we offer, we need to create positively memorable experiences with them. Through these positive touch points, we are gradually creating transformational service experiences with our customers. How does this happen? Our people who are at the service lines will genuinely become more personal -- mindful, caring, and sensitive to the needs of customers. When our people start having this kind of mindset in their engagements, our business and brand will flourish, and our brand presence will become stronger and better in the mindsets of our valued customers.

## II. MAIN OBJECTIVE:

- To create a shift of mindset from transactional servicing to transformational servicing.

## III. KEY TAKE AWAY:

- Deeper understanding of transactional, operational, and transformational
- Creative output on transactional-to-transformational servicing in their retail business/es
- Application beyond the classroom: What should be the moving-forward action steps for the retailer?

#### **IV. COURSE OUTLINE:**

##### **Part 1: THE MINDSET**

- Baseline of the mindset shift:
  - Maslow's Hierarchy of Needs Pyramid
  - Gallup's Engagement Pyramid
  - The Retailers' Pyramid: From Transactional to Transformational
  - Inspired by the Growth Mindset by Carol Dweck (Are you "fixed" or are you in "growth")
  - What shift would our customers want us to have?

##### **Part 2: THE SHIFT**

- The Golden Circle of Why-How-What
- Why should we have a mindset shift?
- How do we do the mindset shift?
- What outcome do we want from this experience?
- Real-Life scenarios with customers:
  - Current State of servicing
  - Aspired State of servicing
  - Gaps of servicing
- From Growth all the way to a BRIGHT MINDSET  
(Bespoke, Resilient, Inclusive, Growing, Human, True to its Purpose)

##### **Part 3: THE WAY OF LIFE**

- Application of learning to actual scenarios
- Action steps and proposition to management on mindset shift

#### **THIS IS A FUSION OF THE FOLLOWING:**

**GROWTH AND  
BRIGHT MINDSET**

**CUSTOMER  
EXPERIENCE**

**REAL-LIFE SCENARIO  
WORKSHOPS**

---

#### **WHO SHOULD ATTEND:**

Business Owners, Managing Directors, Presidents, Chief Executive Officers, Chief Operating Officers, Chief Marketing Officers, General Managers, Senior Management, Directors, Brand Managers/Supervisors/Officers, Customer Service Managers, Sales Managers/Supervisors/Officers, Marketing Managers/Supervisors/Officers, Product Managers/Supervisors/Officers, Branch Managers, and people in the organization which have roles on engaging with customers (both internal and external).

---

## 46<sup>th</sup> RetailEXL: THE GROWTH MINDSET FOR RETAILERS: A Shift of Mindset from Transactional to Transformational Service Experience

**YES, PLEASE REGISTER ME/US (Please complete all information required below)**

NAME	DESIGNATION	E-MAIL	CONTACT NO.

\*please attach separate form for additional attendee/s

Company: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Designation: \_\_\_\_\_ Email Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Signature: \_\_\_\_\_

### REGISTRATION FEE

	Early Bird Rate (if paid on/before May 20, 2019)	Regular Rate (if paid on May 21, 2019)
PRA Member	Php 2,495	Php 3,495
Non-PRA Member	Php 3,495	Php 4,495
<b>*5% Discount for group of 5 or more</b>		

\*Members in good standing; Heavy merienda will be serve; Certificated will be provided.

### Mode of Payment

- Please make check payable to **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- Check payment should be SENT to the PRA office (Unit 2607 Jollibee Plaza, F. Ortigas Jr. Road, Ortigas Center, Pasig City) or DEPOSITED to PRA Account: Banco De Oro (BDO) - SM Megamall B Branch. Savings Account: 281121451
- Please FAX Deposit Slip at 636-0825 with your Company Name to PRA for recording on or before May 21, 2019

Cancellations received in writing at least 1 week before the event will be subject to 50% refund. Replacements are welcome but must be advised to the Secretariat at least 3 days before the seminar.

By accomplishing this registration form and by affixing my signature to it, I hereby give my consent to the PRA that the personal data I disclosed here will be collected and used for the purposes of processing my registration at the PRA Seminars, as well as for the programme delivery involved with the above events, in accordance with the Personal Data Protection Act of 2012 and all subsidiary laws related thereto.

I certify that the information provided in this registration form are true and correct to the best of my personal knowledge. I understand that, once registered, a falsified statement on this form shall be considered ground for revocation of my registration for the PRA Seminars and participation in other PRA events.

I authorize PRA to inquire on and verify all information and representation I have provided in this registration form. In addition, I hereby release PRA from any and all claims, demands, or liabilities that are in anyway related to such inquiry or verification.

I also give my consent to PRA to send me invitations to future events, as well as invitations to participate in online surveys, as well as marketing and promotional activities on social media.

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez at  
 specialprojects@philretailers.com/ncm\_philretailers@yahoo.com  
**ON OR BEFORE May 21, 2019.**

For more events/activities, visit [www.philretailers.com](http://www.philretailers.com).