

GamePlan Coach's Guide

Preparation

What do I do after the shop comes in and before my team coaching session?

1. **Review the shop yourself:** identify what the most important opportunity from this shop is and document that in your online GamePlan
2. **Provide a copy:** to each team member at least two days prior to your GamePlan coaching review
 - a. You may post a printed copy in a common area or provide a copy to each team member
 - b. Black out any associate names if the score is low

The Gameplan Coaching Session

How do I run this Coaching Session effectively?

1. **Gather your associates:** in a common area, explain this session will take about 30 minutes and will be focused on sales and customer service, as well as our most recent mystery shop
 - a. Preface the meeting that everyone is going to live by the "Adult Rule"
 - i. We don't "shoot" each other
 - ii. Instead of offering criticism we should be asking "What could we do different or better?"
2. **Begin with Successes:** ask the associates what they felt the biggest success from the evaluation was
 - a. Sample: "If you were this customer, based on what we're seeing here, what is the thing that you see here that would make you want to come back again?"
 - b. Once the associates have confirmed what they feel is the biggest success, ask them how they have displayed that behavior over the past seven days.
 - i. Ask for volunteers to share or begin calling on team members.
 - ii. Ask the associates to share with you how they are committed to exhibiting that behavior in the upcoming week. What are some opportunities where they could use that behavior to "Wow" your customers?
 - c. Affirm their recommendation
3. **Make your own Recommendation:** If your review of the shop has uncovered another item that you feel was the true success from the shop, share that with them now
 - a. Explain why you feel that was the true success.
 - b. Ask the associates how they have displayed the behavior that you feel is the true success from the shop over the past seven days, or why they haven't
 - c. Ask the associates to share with you how they are committed to exhibiting that behavior in the upcoming week. What are some opportunities where they could use that behavior to "Wow" your customers?

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4. **Ease into Opportunities for Success:** Ask the associates what they feel is biggest opportunity for improvement from the evaluation.
 - a. Sample: "Looking at this information, where do you think we could improve the most?"
 - b. Once the associates have confirmed what they feel is the biggest opportunity for improvement, remind them that we are all living by the adult rule and no one will get in trouble for sharing.
 - i. Then, ask them where an opportunity to display the improvement behavior occurred over the last 7 days
 - ii. Ask the associates to share with you how they are committed to exhibiting that behavior in the upcoming week. What are some opportunities where they could use that behavior to "Wow" your customers?
 - c. Affirm the associates' recommendations

 5. **Make your own Recommendation:** If your review of the shop has uncovered another area that you feel is the most important opportunity for improvement, share that with the associates.
 - a. Explain to them why you feel that particular behavior is the most important.
 - b. Remind the associates that we are all living by the adult rule and no one will get in trouble for sharing.
 - i. Then, ask them where they personally missed an opportunity to display the improvement behavior over the last 7 days
 - ii. Ask the associates to share with you how they are committed to exhibiting that behavior in the upcoming week. What are some opportunities where they could use that behavior to "Wow" your customers?
- NOTE: If not all associates actively participated in the GamePlan discussion, go around the room and ask each associate what they are committed to doing in the next 7 days to exhibit the behavior you designated as the most important opportunity for improvement. Make sure to ask the associates as a group if they are comfortable with that particular behavior (i.e. if they know how to apply it, if they know when to apply it, etc.)
6. Thank the associates: thank them for their time and hard work. Let them know that you appreciate their efforts to improve and that their efforts are not going unnoticed

Helpful Hints

1. To keep associates engaged, ask them specific questions by name
 - a. Sample: "Joe, what do you think was the biggest success on this shop?"
 - b. Sample: "Maggie, do you agree with that? No? What would you have done differently?"

2. When an associate mentions how they may have missed an opportunity, make sure to acknowledge their willingness to share and ensure that all comments regarding their opportunity are constructive.

3. Role-Playing is a great tool when discussing how to implement specific steps of sales/service for the upcoming week