

Using Theatro to Manage the Crisis

Leading Your Store Teams While Working from Home

Standard Practice: Retail District Managers try to spend as much time as possible in the stores they are responsible for, but with districts growing to 15-20 stores at many, they can't be everywhere at the same time. An increasing share of their time is wasted driving from one location to the next. Theatro's Manager's App helps solve this problem by giving DMs visibility of team members on the floor in each store at any time, as well as the ability to easily communicate directly with the store team when needed.

New Reality: With the unprecedented Covid-19 crisis requiring most employees to limit their movement and/or shelter in place, District Managers have less flexibility to visit their stores, and many are being challenged to manage them remotely from home. Without the ability to visit stores in person, District Managers' ability to communicate critical updates and "inspect what they expect," leaves them flying blind and struggling to lead their stores during this challenging time.

Best Practice: The Theatro Manager's App gives District Managers a "virtual" presence in each of their stores, all the time. Like those now working from home and learning to use collaboration tools like Microsoft Teams or Webex, District Managers can use the Theatro Manager's App to instantly message with their store leaders or groups of employees across their district. Providing store teams with constant communication and updates as events unfold gives store managers and associates comfort knowing that senior management is actively involved and available to help whenever needed. When managing stores remotely:

1. Establish a regular cadence of communications with store managers and store associates...similar to your store visit schedule, just done virtually and more often.
 - a. District-wide messages once a week with company updates
 - b. Store level or group messages each day with words or encouragement
 - c. One-on-One conversations with store/department leaders as scheduled.
2. Encourage feedback from store leaders and store teams using Theatro's Messaging App. Store teams perform better when they have reassurance from their leaders.

For help on implementing this Best Practice from Theatro, please contact your Theatro Account Executive, Customer Experience Manager or send an email to info@theatro.com.