



Skill UP!™ Academy

*Prepares new team members with
foundational skills*



SHOPPER SCIENCES
Category Management



Prepares entry-level positions

PURPLE BELT – Category Manager	Base Learning	1 st Level Challenge	Real World Learning	2 nd Level Challenge	Retail Reality
	15 e-learning courses	10 critical thinking ?'s	4 topic-specific webinars	2 case studies	1 retail scenario
GREEN BELT – Category Analyst	Base Learning	1 st Level Challenge	Real World Learning	2 nd Level Challenge	Retail Reality
	10 e-learning courses	10 critical thinking ?'s	4 topic-specific webinars	2 case studies	1 retail scenario

Guided by
Skill UP!™
Master
Black Belt
instructors

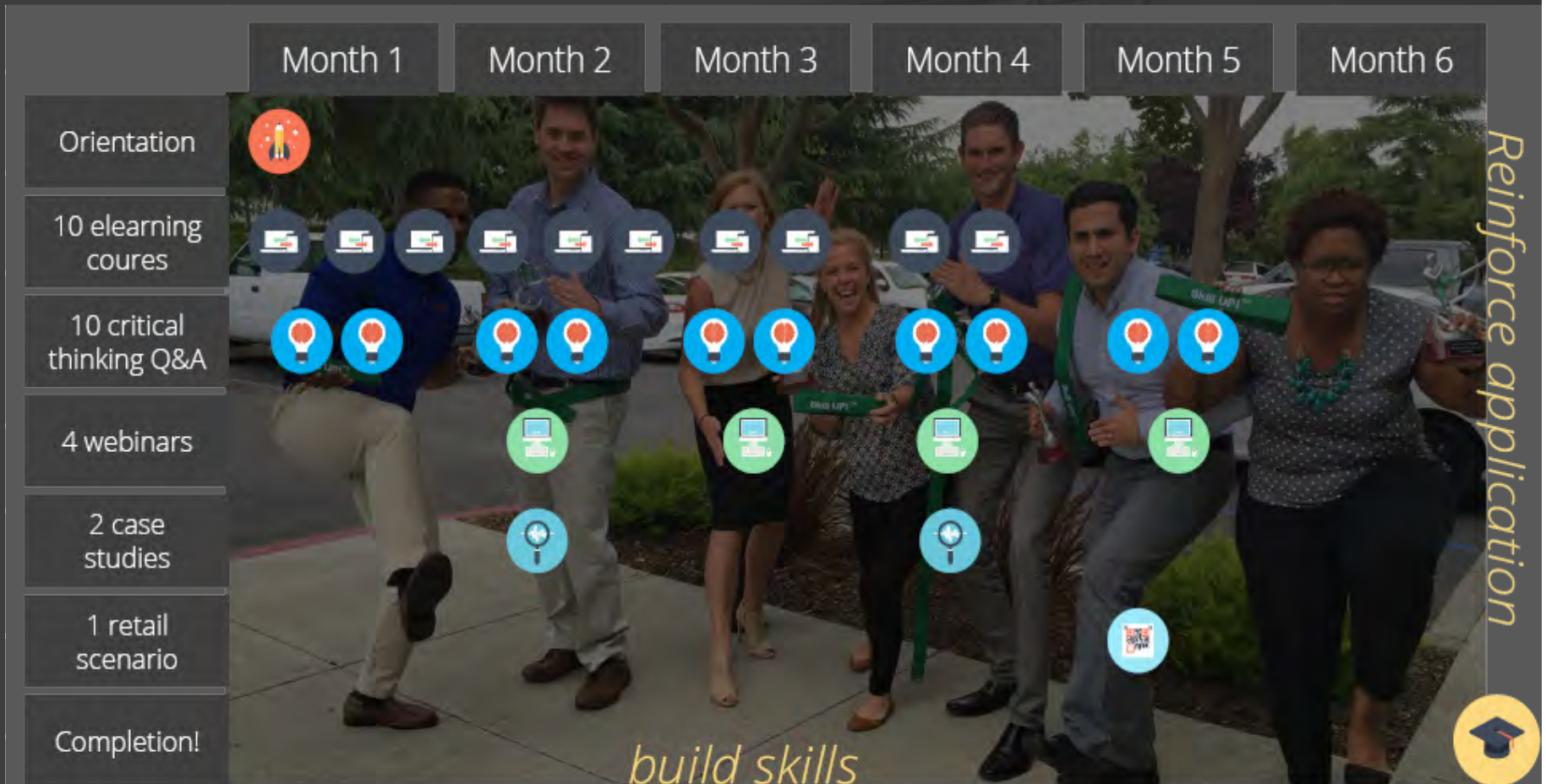
Foundational
learning

**Skills build and accumulate
throughout semester**





Green Belt Schedule





Customer & Student Feedback

What did you like BEST about Academy's training?

I like the **hands on tasks** that I could then **directly use** in my work environment

The **hands on assignments** that I could translate to **real world tasks**

Have you been able to apply some of the learning to a customer situation?

I was able to pass on the information I gathered for the Final Exam to my Account Manger, who happened to have a **meeting with the customer** the next week. He was **very happy** to have all of the **extra info!**

I used learnings regarding the 4 P's to help **develop a sales deck** that we used internally in an effort to **leverage the positioning** of one of our big brands

Nothing yet with tangible benefits but **several good Ideas** for new areas of opportunity

Was able to apply these skills in our last line review - utilized panel and scanner data and we **gained incremental products** in the set!





Readies talent for higher role

BROWN BELT –

Sr. Category
Manager

Monday	Tuesday	Wednesday	Thursday	Friday
Travel Day as needed	8am-5pm Connecting the Dots	8am-5pm Real-World Application	8am-5pm Retail Reality	8am-Noon Final Exam, Graduation

BLUE BELT –

Sr. Category
Analyst

Monday	Tuesday	Wednesday	Thursday	Friday
Travel Day as needed	8am-5pm Connecting the Dots	8am-5pm Real-World Application	8am-5pm Retail Reality	8am-Noon Final Exam, Graduation

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Students work to **become**
more strategic over 3-½ days





Blue Belt Schedule



Elevating your Role

Pro-actively adding value

Differentiating analytic skills

Connecting the resource dots

Capstone case study



Real World Applications

Group presentations

Team challenges 4-P's

Anticipating recurring issues

Identifying opportunities



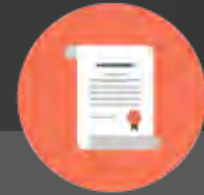
Impact at Retail

Individual presentations

Realities of retail execution

Improving shopability

Influencing shoppers



Graduation!

Final role-play exam

Graduation ceremony



An aerial photograph of a waterfront park. In the background, a large wooden sailing ship with multiple masts is docked at a pier. The park features a large, circular, blue-tiled playground area with various slides and water features. There are green lawns, sandy paths, and young trees planted throughout the area. The ocean is visible in the distance under a clear blue sky.

Thank you!

1431 Pacific Hwy – H2,
San Diego CA 92101

619-342-7877 Main Office
www.learningevolution.com

Learning eVolved™

Scott Matthews

CEO & Managing Partner
smatthews@learningevolution.com
619-342-7295 (direct)

Bob Wong

Vice President Sales and Business Development
bwong@learningevolution.com
510-468-4460 (mobile)

Andi Matthews

Account Director
amatthews@learningevolution.com
314-303-4446 (direct)

Clay McNamee

Client Services & Projects Manager
cmcnamee@learningevolution.com
619-342-7219 (direct)
