

# Retail Academy

Retail Academy | CASE STUDY | JUNE 2010

## Fast forward

### Aaron Joseph, Dixons

#### *Retail Skills Apprenticeship, level 2*

Aaron is a shining example of how commitment to learning can fast-track you towards your career goals.

Whilst at college Aaron had worked part time in retail and really enjoyed it. He was promoted to the sales floor from a start with Dixons in warehouse operations.

After hearing about the Retail Academy courses available from associates, he was quick to sign-up for a Vocational Qualification. Recently, Aaron has won an in-store award 'PLAYERS PLAYER AWARD', which is colleague nominated for giving outstanding support - an excellent accolade to his team spirit.

He wants to aim high and with the support from his mentor Darren, one day become a manager. Explaining that his manager Darren is an excellent mentor and is really supportive of him completing his programme.

Aaron believes that the qualifications open up opportunities, especially as they are industry recognised. He is fully engaged to the programme and extremely committed. As he says: *"Go for it, you develop yourself for the future and it opens doors."*

Naomi Agyemang, a Retail Academy Vocational Assessor, recently observed Aaron in action; *"It was a very good to see how Aaron engaged with his customers, listening carefully to identify their needs, demonstrating products, answering objections and going on to offer additional accessories before closing the sale."*



Aaron Joseph at work in Heathrow

*The Retail Academy have worked closely with Dixons to ensure our in house training and their apprenticeship programme go hand-in-hand and does not duplicate workload on our colleagues. Aaron Joseph is the perfect example of what the Academy can do for you or your business. Our Heathrow stores employ over 200 colleagues across 6 different job roles and sometimes it can be difficult to spot potential. Only Aaron's drive and passion for learning and the Retail Academy's willingness to support him with the training he needs to succeed has made his speedy progression possible.*

Heath Carpenter - General Manager Dixons T1-4

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- Retail Skills
- Customer Service
- Team Leading
- Business Administration
- Management
- Distribution & Warehousing
- Skills for Life (literacy, numeracy)

Vocational Qualifications can form part of an Apprenticeship or can be available as a standalone qualification. They have been nationally developed and agreed by the industry.

# Heathrow

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## A perfect fit

### Emma Healey, L.K.Bennett

#### Retail Sales Professional Diploma, level 3

Emma's career in retail began through the NEET (Not in Education or Training) programme. On a four day TIE (Training into Employment) course, she learned about the opportunities a career in Retail could offer, along with how to write a CV and conduct herself in an interview. During the course she met Karima Sakhi of the BAA Retail Academy, who offered her two weeks work experience at London Heathrow. As a result of this she secured an interview with Hamleys and was delighted to be chosen for a job with the company.

Eleven months later, she moved to L.K. Bennett where she is now fulfilling her dream to work in fashion. Since completing her level 2 she has been given additional responsibility and is working on more challenging projects with her mentor Christine, who says: *"She is raring to become one of the new Management faces of L.K. Bennett and I am supporting her to achieve this goal"*.

Realising that gaining qualifications could help build confidence, Emma initially enrolled for a Vocational Qualification to develop personally, but has quickly enjoyed benefits to her career path as well.

She really enjoys gaining practical experience and earning an income whilst studying. Better still, there is a huge satisfaction from knowing she has helped a customer in finding what they need. She says: *"I love the feeling I get when a customer has left the store with the purchase they were looking for and being part of that"*.



Emma Healey

Emma has always been keen to learn and progress through the company. She appreciates the positive effect learning has had on her career, saying: *"Daily I am using skills learned from my qualifications. I can now definitely see myself heading towards management status in the future, which is very exciting"*

Outside of work, she is in the Air Cadets and is now training to be an officer. As well as that, Emma would like to give something back and do some sort of public service in return for the development opportunity she has received. The Retail Academy have agreed that she will volunteer and support our pre-employment training programme for local unemployed residents looking to come to work in Retail at Heathrow. This is a similar programme to the one Emma attended at the outset and is a prime example of the ongoing benefits programmes like this can bring to a community.

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## A sound future

### Miguel Moreira, Dixons

#### *Retail Skills Advanced Apprenticeship, level 3*

Miguel has combined his passion for technology products with his interest in meeting and talking to new people to build a successful retail career at the Sony Style centre in Terminal 5.

Promoted to store supervisor whilst completing his Level 2 Apprenticeship, he is an excellent example of what a positive effect being involved in work-based training can have.

Having been out of education and in the 'working world' for more than 14 years, he was a little apprehensive about returning to study. However, he was quick to progress and can see the advantages of learning and development - especially when it can be conducted in the work-place, where new skills can quickly be applied to everyday situations.

On top of his personal achievements, Miguel is a great ambassador for the Retail Academy programme. He was one of the first at Sony to sign up and has since gone on to encourage ten of his colleagues to enrol for various courses. Miguel advises that they will learn transferable skills and the programmes will help to improve overall aptitude and develop careers in the retail industry.



Miguel Moreira at work in Heathrow

*"Miguel started with us as a sales ambassador however his 'presence' on the shop floor soon reflected a persona of trust and expertise. His sales efforts and uncompromising product knowledge placed him in good position for future growth. Miguel started to work with his line manager in the training and development of his team as well as mentoring new recruits. With his understanding of the Sony offer and motivating work ethic, it was evident that Miguel would serve us well in management and so he progressed into a Supervisor position reporting directly to the Assistant General Manager."*

Adam Stepney, General Manager, Sony

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