

Organizational Design Training Delivery

Development of comprehensive, detailed training plans, curriculum and materials to support a major redesign of the client's merchandising, planning and inventory organization.



The Client

A \$2.8+ billion specialty retailer and direct marketer of hunting, fishing, camping, and related outdoor merchandise.

The Challenge

Parker Avery had recently led the client through a major redesign of its merchandising, planning, and inventory organization, transforming it from a company that was highly siloed and disparate by channel and had virtually no planning capabilities to a more consistent, industry standard and efficient organization. The client needed training assistance to implement these major changes.

The Parker Avery Solution

Parker Avery worked closely with the client to guide the organization through this major transformation. Parker Avery's comprehensive approach resulted in the following project deliverables:

- Communication plan
- Detailed training curriculum
- Instructional design documents
- Detailed training content and facilitator guides for each course

- Business user guides summarizing roles and responsibilities
- Definition of training phases and timing to align with key business activities
- Comprehensive training schedule and logistics for 30 different training sessions

The team also conducted instructor-led training and facilitated post-training roundtable sessions. As a final project task, the team managed and assessed a post-training survey to capture participant feedback.

The Result

The client's entire merchandising, planning and inventory organization was successfully trained on the new organizational design, including their specific roles and responsibilities. This represented approximately 250 individuals. Client leadership was so pleased with Parker Avery's work that the firm was subsequently asked to perform a similar project for the company's product development team. The client has also experienced significant revenue growth and greater productivity supported by the new organizational structure.