

Client Challenge

A \$5.3 billion global, athletic footwear and apparel brand founded in 1906 was experiencing explosive growth and needed to transform from a product-led to a brand-led merchandising organization. The company's existing merchandising processes and practices were unclear and fragmented, hindering the ability to drive consistent brand growth worldwide.

The merchandising organization was challenged to accelerate its capabilities by evolving the operating model, structure, and processes to redefine the art and science of merchandising. To empower the new operating model, the company wished to launch a centralized, interactive learning platform that would elevate and inspire the merchandising organization's skills and competencies.

Parker Avery Solution

To catalyze the company's vision into reality, Parker Avery partnered with an internal, global, cross-functional client team to develop a modern, interactive new merchandising academy.

- Defined brand-led merchandising processes, tools, and a powerful common language for ways of working
- Designed an immersive curriculum rooted in best-in-class industry practices to build capability and drive performance
- Developed engaging e-learning courses with interactive activities, multimedia, and quizzes to keep learners interested and involved

- Integrated a comprehensive support toolkit with case studies, executive interview videos, reflection journal, and detailed leader's guide
- Devised a conclusive final assignment that pushed participants to consolidate their learnings and deliver a 'teach back' presentation
- Provided a detailed plan for implementing and sustaining the new merchandising academy, including the launch strategy, timeline, logistics, communication plan, success metrics, and resources

RESULTS



FUTURE BUSINESS
CAPABILITIES
DEFINED



NEW
MERCHANTISING
ACADEMY CREATED



IMPLEMENTATION
PLAN
DEVELOPED

The client's new merchandising academy will educate over 200 merchants worldwide in 18-20 weeks, culminating in a final challenge to showcase the participants' elevated skills through real-world application.

The new merchandising academy will continue to grow with the company's needs, expand to cross-functional partners, and integrate into the client's onboarding program.