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## CEO Insight – Retail Trends

### 2021 Is Quickly Winding Down

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**By: Janet Hawkins, CEO & Founder Opterus Inc.**

2021 is quickly winding down. With the world slowly returning to a ‘kind of normal’, I know that we, at Opterus, are very excited for the next 12 months. We will be in NYC at NRF 2022 in January and are eager to see some familiar faces and good friends again after the 2-year hiatus. We will be hosting a Big Ideas session on Monday January 17 at 11am so come cheer on our partner Fossil Group for what I’m sure will be an awesome talk. Looking forward to seeing you all there.

#### **Execute your Plan!**

Retailers spend a substantial amount of time and effort communicating to their regional and district managers, as well as store associates, to make sure they are well-informed of their operational plan. The problem with ineffective communication is that no matter how good the plan is, its success can only be measured by how well the stores have executed it. When even only a few stores do not carry out the plan correctly or on time, the results can be disappointing. I believe that your store associates and all the members of your operations team, want to be successful. They understand that the overall success of the company is based on their individual successes, and how well their own store team understands and executes what needs to be done at the store.

#### **Things to think about to help your team’s success:**

- Are your associates aware of your business objectives and understand which critical tasks impact business success?
- Do your associates have easy means to interact on business results or issues?
- Is the unique customer experience defined and delivered uniformly?
- How are your critical success tasks and programs currently monitored?
- How often do unplanned or unanticipated events result in confusion?
- What percentage of store personnel time is spent in revenue generation?

The operations team and the store associates can work together both proactively and reactively to achieve goals and be continuously improving. Communication, inclusion, and the ease in which you achieve this is inseparable from maximizing your business results. The success of your best stores can be replicated across all stores with the right tools and processes.

For the latest news about Opterus, please make sure to follow us on social media: Twitter at <https://twitter.com/opterus> and LinkedIn at <https://www.linkedin.com/company/opterus-inc/>



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