

Retail Skills Implementation Programs

Successful Strategies & Implementation Guidelines

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Program Profile	<i>Goodwill Industries International</i> National Training Program 9200 Wisconsin Avenue Bethesda, MD 20814 Tel: 301 530-6500 Fax: 301 530-1516
Contact	Elaine Williams
Type of Skill Standards Project	Employee Training
Primary User Groups	Workers Staff
Primary Focus	Training
Program Description	Goodwill Industries provides work opportunities for disabled and disadvantaged people. In 1990, Goodwill employed 51,151 people in its 1,100 stores and donation centers and helped another 20,971 get jobs with private employers. Local Business Advisory Councils help develop and guide Goodwill training programs. Goodwill crosswalked the retail skill standards with the Goodwill Industries retail training to create a comprehensive program for all its stores.
The Challenge	To standardize training and, as a result, improve the employability of people served by Goodwill across the country
The Partners	Three Goodwill stores in Oregon, California, and Washington, DC operated as pilots Local Goodwill stores
Use of Skill Standards	Integrated into a standard training program available for use by all Goodwill training services
Major Steps	<ol style="list-style-type: none"> 1. Disseminate the skill standards to all Goodwill retail stores 2. Convene a meeting of representatives from all geographic areas to discuss the impact of the skill standards on retail training services. Validate relevance of the standards 3. Crosswalk the existing training program with the retail skill standards

	4. Revise the training curriculum to reflect the skill standards and disseminate it for use on the local level
Most Successful Aspect of Implementation	The comparison of the current curriculum to the national skill standards highlighted the importance of a quality, standards-based training program and updated current training
Elements Crucial to Success	Clear, comprehensive, retail standards Support from the National Retail Federation
Observable Effects	Trainers are more motivated because they have a set of standards from which they can teach
Quantifiable Measures	N/A
Next Steps	To achieve full implementation across the organization, which will include efforts to make the partners aware of the standards and how they will increase the employability of the people served by Goodwill
Materials Developed	A guide to comparing existing training with national skill standards Definitions of core competencies for use in assessing skill level (under development)