



Case Study

Compass at Anchor Blue - a Perfect Fit!

Anchor Blue Retail Group targets core consumers whose wardrobes are based on denim. At peak season, ABRG employs about 5,000 people in Anchor Blue stores and Levi/Docker Outlets.

The Business Need

After a few years of market share and revenue decline, ABRG leaders faced a challenge. For years, they had been stifled with antiquated

processes and systems instead of paying attention to customers and building for the future. The leadership team committed to invest in developing competencies and changing the behaviors throughout the organization, starting with creating leaders and store managers who would become stellar at engaging people in our strategy. The plan was to develop leaders who could excel at engaging people to grow store sales.





Case Study Conclusion

The Solution

ABRG worked with Root and its management development program (Compass) to develop great bosses – people who understood the strategy, the customer, and their role in developing people and engaging them to make a difference.

ABRG leaders found that the Compass program's framework combined capability development with a key (but often missing) strategic component. The modules were customized as well as delivered with Root methodology that allows people to come to their own conclusions that change is necessary and desirable, and that they need to own it. Elaine Gregg, Chief

People Office, SVP Anchor Blue Retail Group, said, "Telling people to change just doesn't work. But allowing them to discuss views, issues, and information and figure it out for themselves is incredibly powerful and ensures that people internalize the information and take action."

Results

ABRG introduced the workshop to district managers and senior office managers at a two-day conference and then cascaded it to the entire leadership team. Post-conference feedback was incredibly positive, and the company quickly saw reductions in turnover, more focus from district managers, and improved execution across the entire business.

