


A woman with shoulder-length brown hair, wearing a green polo shirt and a pink lanyard with the BRC logo, is smiling and looking to her right. She is seated at a table with a glass of water and a white cup. The background is blurred, showing what appears to be a retail or office environment. The image is framed by a large purple diagonal shape on the left side.

BRC RETAIL MASTERS 2025

BECOME A RETAIL MASTER

A woman in a patterned top and dark skirt stands at a podium, presenting to an audience. The room has a purple overlay. In the foreground, the back of a man's head and shoulders is visible, looking towards the presenter. Two fire extinguishers are on the wall to the left.

“This has been an invaluable experience. It’s changed the way I think, work, and communicate...”

JAMES TYRRELL, THE PERFUME SHOP



WHY WE CREATED THE BRC RETAIL MASTERS

You have **BIG** ambitions for yourself within your organisation, but you feel like there are some gaps you need to fill.

#You know your organisation inside and out. You've had mentors from the senior leadership team, your team are smashing it and you're on the road to where you want to be, but recently you've been feeling:

1


As if all you know is your organisation and the inner workings leaving you with limited knowledge on the external impacts.

2

Like you're stuck in the day-to-day grind leaving you with limited capacity to lift your head and see what's coming down the line.

3

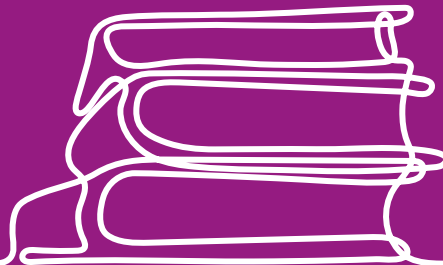
You don't have much of a network to reach out to and lean on for advice and support.



We get it – and there are plenty others that are in your shoes right now!

Let's face it, it's never going to happen when you're doing your day-to-day work because, when do you get a second for yourself?! There's always something cropping up or someone needing your support whether it's your team, a deadline for the board or a project needing sign off.

That's why we created the BRC Masters. This is a 4 days intensive programme designed to give senior leaders the skills and knowledge to help them advance to that next step.





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THERE ARE SO MANY PEOPLE IN THIS INDUSTRY WHO WORRY ABOUT NOT BEING GOOD ENOUGH OR LACKING CONFIDENCE. IN THIS PROGRAM, YOU CAN BE CURIOUS, ASK THOSE QUESTIONS, AND STRETCH YOUR OWN LENS. THIS HAS BEEN REALLY VALUABLE FOR ME BECAUSE I'VE DISCUSSED TOPICS AND AREAS I WOULDN'T NORMALLY VENTURE INTO.

Lucy Hall, Allsaints

WHAT'S COVERED

If you want to know what to expect, here's a brief overview

DAY 01

- **Introduction to Macro Trends**
 - Explore the latest macro trends in the retail industry.
 - Understand the dynamic and ever-changing nature of the industry.
- **Preparation Strategies for Retailers**
 - Learn how retailers can better prepare for industry changes.
- **Expert Insights**
 - Gain knowledge from renowned experts:
 - Insights specialists
 - CEOs
 - Academics
 - Industry pioneers
- **Comprehensive Retail Landscape Understanding**
 - Receive a broad and detailed overview of the retail industry.
- **Networking Session**
 - Conclude the day with a networking event.

DAY 02

- **Operational Themes Focus**
 - Deep dive into operational themes following initial learnings.
- **Key Areas Covered**
 - Customer
 - Digital
 - Sustainability
 - AI
 - Talent
- **Market Impact Perspectives**
 - Understand the impacts of the current market from various perspectives.
- **Guest Speakers**
 - External guest speakers will provide real-world insights and examples.

DAY 03

- **Expert-Led Sessions**
 - Sessions led by industry experts and practitioners.
- **Essential Topics Covered**
 - Business Transformation
 - Inclusion and Culture
 - Intersection with Government
 - Future of the Retail Industry
- **Interactive Discussions**
 - Engage in discussions to enhance strategic capabilities.
- **Experiential Activities**
 - Participate in activities to gain in-depth understanding of chosen organisation.
 - Explore core elements of the organisation for the Business Strategy Review.
- **Preparation for Final Presentations**
 - Move towards final presentations with gained insights and understanding.

DAY 04

- **Culmination of Learning**
 - Marks the end of a week of intensive learning.
- **Business Strategy Reviews**
 - Delegates present their Business Strategy Reviews for chosen organisations.
 - Presentations made to a panel of experts.
- **Showcase of Development**
 - Platform to showcase enhanced knowledge and refined strategic thinking.
 - Demonstrate thought processes developed throughout the program.
- **Fireside Chat**
 - Concludes with an inspiring fireside chat.
 - Features a prominent CEO sharing valuable insights and reflections.

WHO IS THE BRC

RETAIL MASTERS

PERFECT FOR?

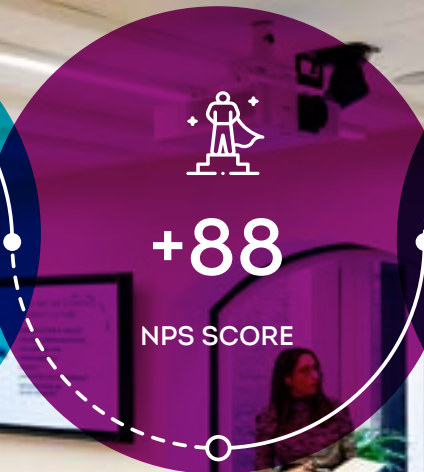
You're busy, so taking time out can be hard. You want to make sure that after the 4-days you walk away with practical knowledge that will help you get to where you want to be.

If you were to ask us **"is it worth it"** we'd obviously say **'YES'** but we understand you're needing a bit more information than that...



So, we've put together a short checklist of who this programme is perfect for:

- ✓ Leaders who are looking to enhance customer satisfaction and ensure their organisation remains relevant in the market.
- ✓ Leaders who want to effectively respond to changing market trends and demonstrate flexibility in adapting to new strategies.
- ✓ Leaders who aim to successfully anticipate and capitalise on industry shifts.
- ✓ Leaders who want to reduce their vulnerability to economic downturns.
- ✓ Leaders who want to maintain an open mindset when approaching issues that impact the industry as a whole.
- ✓ Leaders who want to establish a clear direction and successfully guide their teams through change.



WHAT ARE THE RESULTS FOR MY ORGANISATION?

So hopefully you're onboard, that's great! Next step is always the internal sell, isn't it? **"Is this programme worth my organisations time to have me out of the business?"**

Here's a list crafted from our alumni on wins that they've created for themselves and their organisations:



You will develop your ability to lead confidently through change and challenge the norm, always being ready for fast moving priorities within your organisation.



Have your thinking disrupted and gain a deeper understanding of the challenges that lie ahead for retail, and how to navigate these strategically.



communicate the positive effects of change to your team and organisation, ready to adapt strategies to external impacts.



Keep track of market developments and be ready to realign your organisation if necessary.



Depend on a strong network across other major retailers to band together and make a difference.



Recognise that there's room in the marketplace for all if we work together to achieve goals for the greater good.



AS A DIRECT RESULT OF THE MASTERS EXPERIENCE, I'VE ALREADY ACHIEVED A COUPLE OF REAL WINS IN MY DAY JOB:

OUR EXECUTIVE HAS APPROVED THE TRIAL STAGE OF A BOARD-LEVEL PROPOSAL I LEAD. THROUGH THE MASTER'S PROGRAMME, I HAVE GAINED CONFIDENCE IN NOT JUST SHOUTING ABOUT CHANGE BUT ENGAGING KEY STAKEHOLDERS AND LEADING THE PROCESS. IT WAS AN EXTREMELY COLLABORATIVE AND IMPACTFUL EXPERIENCE.

MY EXECUTIVE SUMMARY TRAINING FROM THE MASTERS PROGRAMME HAS HELPED ME TO DEVELOP A NEW PRODUCT IDEA THROUGH TO ENGAGING TRADERS AND SUPPLIERS TO HOPEFULLY BRING IT TO MARKET.

Andy Webb, Head of Stores at Iceland Foods

THE DETAILS: PRICE



Masters 2025

**Members
Earlybird***

**Non - Members
earlybird***

**Member
Standard***

**Non - Members
Standard***

£3,395

£3,595

£3,725

£3,980





WHERE

The Form Rooms,
22 Tower Street,
London

DATES

10th-13th March 2025
including a networking session
with your cohort and alumni
from previous attendees.

EXTRAS

- You'll be provided with lunch and refreshments throughout the course of your time on the programme
- Online content available for 3 months after completion of the programme
- Please note, evening meals and accommodation are not included in the price

NEXT STEPS:

Most likely you've downloaded this brochure from our website, you've had a browse of the content and you're ready to sign up – great!

If that's the case, then here's what will happen:

STEP 01

Complete the Booking Form and answer the questions provided.



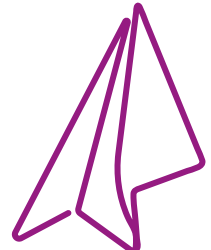
STEP 02

To ensure that this is the right programme for you, we may be in touch to book in a call.



STEP 03

Once we confirm your space, you'll be given a registration form to complete.



We understand that there might be some of you who still have some burning questions you need answers, and that's OK!

If that's the case, we've got a dedicated team on hand to make sure that all your questions are answered. Simply complete our 'Contact us' form on the website and we'll be in touch to book in a call.

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IT'S AMAZING, I CAN'T SAY
ENOUGH ABOUT IT. GETTING
TO HEAR FROM OTHER BUSI-
NESS LEADERS AND WORK
WITH PEERS IS PRICELESS...

Daniel Morley, Lake District Estates



The BRC is the lead trade association for UK retail.

Our purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

Retail is the 'everywhere economy', a vital part of the socio-economic fabric of the UK.

The industry makes up 5% of the UK GDP and is the largest private sector employer, providing 3 million direct jobs and 2.7 million more in the supply chain. Retail has a presence in every village, town and city across the country.

Over 200 major retailers are members of the BRC, with thousands of smaller, independents represented by BRC's trade association members. Together, these businesses operate across all retail channels and categories and deliver over £350 billion of retail sales per year.

We build the reputation of the retail industry, work with our members to drive change, develop exceptional retail leaders, and use our expertise to influence government policy so retail businesses thrive and consumers benefit. Our work helps retailers trade legally, safely, ethically, profitably and sustainably.



BRITISH RETAIL CONSORTIUM

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