



Where Next for the Great Retail Workplace Revolution?

A KultraLab Insight project, in partnership with the World Retail Congress

Why this report is needed

The retail sector experienced a year of seismic change in 2020. And for years before that, it had been trying to adjust to, amongst other things, the impact of digital retail on store revenues, rising real estate costs, a polarisation between value and luxury propositions and rapidly changing consumer tastes.

Last year, these and other cracks effectively became structural fault lines. The Covid-19 pandemic accelerated years of transformation effectivity into a few months. The huge impact across the globe of this change have left many retailers desperately trying to speed up their digital agendas, however for many it will sadly be too late.

These changes have caused significant challenges to the retail workforce, whether in stores, D.Cs, H/O or at home, traditional roles and structures are having to adapt quickly. Further pressures have also arisen from major cultural shifts during 2020. Whether it was the Black Lives Matter movement or the increased awareness and concern on company ethics and sustainability, there is no doubt that retailers around the world now need to think very differently about the skills, attitudes and beliefs of their workforce if they are to thrive in the new world.

This is why we are launching our KultraLab report “*Where next for the Great Retail Workplace Revolution?*”, in partnership with the World Retail Congress.

KultraLab, in partnership with the WRC, is talking to senior retail leaders across the industry globally. We want the sector worldwide to understand the strategic responses they must now take and their implications for the retail workforce.

What the report will contain

In 2021 and beyond, retail will continue to change at a bewildering pace. There will be many factors that will underpin those that succeed but the key to success will be a commitment to a mindset of behavioural change.

We will focus on:

- **Looking back.** *How last year unfolded for the sector - and how many responded.*
- **Looking forward.** *What retailers will need from their people in the future - and what do they need to create a mindset that fosters behavioural change.*
- **Looking inward.** *What are the challenges and gaps in workforce skills the sector needs to overcome to move from the turbulent past to a prosperous future?*

Among the key questions our comprehensive qualitative and quantitative research will answer will include:

- How can retailers make a genuine and deeper connection with all employees?
- How can they help them learn new ways of working differently, both at scale and speed?
- How can they embed a commitment to continuous change into their organisation?

Our aim is to stimulate a crucially important debate around the leadership challenges in the sector. How can we connect all our retail teams together, help them learn at the scale and speed which they need to perform and give them a sense of belonging, motivation and confidence to perform as well as they possibly can in the new world they now face?