



BUSINESS CASE · BEHAVIOR REINFORCEMENT · STORE & FRONT-OF-HOUSE

Daily service, safety & shrink behaviors — in 3 minutes between customers

Why store training disappears the moment the doors open — and how a 21–30 day micro-behavior platform makes the behaviors that drive sales, safety, and shrink the easiest thing to do on shift.

PREPARED FOR

Heads of Stores · Ops · Loss Prevention · Field training

PREPARED BY

Gamechangers Consulting

The Gamechangers Challenge — Behavior Activation™

AIM

ALIGN

ACHIEVE

SUSTAIN

Executive summary

Your retail program does not have a methodology problem. It has a **behavior sustainment problem**. Why store training disappears the moment the doors open — and how a 21–30 day micro-behavior platform makes the behaviors that drive sales, safety, and shrink the easiest thing to do on shift.

90%	86%	82%	94%
ASSOCIATE ADOPTION	SERVICE BEHAVIOR LIFT	SHRINK BEHAVIOR LIFT	WOULD RECOMMEND

Benchmarks drawn from comparable deployments. Numbers above are illustrative for this use case.

The thesis in one line

Training documents the standard. Behavior reinforcement is what turns the standard into how the associate actually greets the next customer.

The problem retail leaders keep paying for

Every Head of Stores we talk to describes the same pattern. The banner changes; the curve doesn't.

Where the gains leak

- **LMS decay.** Completion is 100%; behavior on the floor moves single digits.
- **DM windshield time.** District managers visit each store rarely and coach episodically.
- **Shrink as paperwork.** Loss prevention is reported, not behaved.
- **Service drift.** Greet, engage, close — practiced for an hour and abandoned by lunch.
- **Turnover compounds.** Every onboarding cycle restarts the whole curve.

The solution: a daily 5-minute practice

The Gamechangers Challenge is a 21–30 day micro-behavior platform that bolts on to your existing programs. It does not replace your tools, your training, or your leaders. It does the one thing none of those were designed to do at scale: **drive the daily behaviors that turn a program into a habit, and a habit into a culture.**

AIM

Pick the 3–5 floor behaviors that move your top KPI — service, shrink, or safety.

ALIGN

Configure 21–30 days of micro-prompts built for personal devices, no LMS.

ACHIEVE

Daily 3-minute practice — between customers, peer-visible, manager-light.

SUSTAIN

Behavior data rolled up to district and region — exactly where you already manage.

What it's worth on a 400-store chain

- A fraction of a point on conversion or basket size dwarfs the program cost.
- Shrink reduction at the behavior layer compounds across every store, every week.
- Associate retention removes the most expensive line in the field P&L;

Next step

Pilot one district.

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