

## **IFFA Fuel and C-Store Management Certification Course A Seven-Month Training Program for Fuel and C-Store Management Targeting Training to Improve People and Store Management Skills.**

### **AGENDA**

- **July 18<sup>th</sup> – Indianapolis – First In-Person Course**  
Topic: HR/Staffing and Management

Having the right staff is a foundational element of great store management. Operations is largely about the people and process. The course begins with an in-depth discussion on finding the right candidates, matching the cultural fit, setting clear expectations, establishing the skills and work regimen to fulfill the brand promise, and delivering the customer service required to meet ongoing needs.

- Define HR/Staffing Goals
- Recruiting New Hires
- Interviewing/Hiring
- Onboarding
- Coaching/Accountability Early
- Praise, Recognition, and Appreciation

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- **August 7th or 14th - *Online Check-in***  
Topic: *Exam Finalization, Success, and Challenges Breakout Sessions*
  - **September 11 or 18 - *Online Check-in***  
Topic: *HR/Staffing Role-play Breakout Sessions*

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- **October 17, 2024 – Indianapolis – Second In-Person Class**  
Topic: *Manager Essentials Leaders take what they have and make it better.*

Knowing the situation, prioritizing work, building skills, enhancing capacity, establishing great teamwork, developing staff, growing sales, controlling costs, and building long-term relationships. Participants will engage in interactive teaching, sharing, coaching, and practicing key management skills.

The workshop addresses:

- Radical Candor™ – Know the 4 Quadrants
- How to Listen Well – Jordan Peterson
- Power of Questions
- Time Management
- Accountability Levers™
- Trust and Team Building
- Attention to Detail

- **Feb 19, 2025 – Indianapolis, IN - Final In-Person Class**  
Topic: Tracking & Follow-up – Utilizing Key Metrics

Companies who report effective performance management systems, say that 91% have employees' goals linked to business priorities. Employees will be more effective if they see how their personal goals fit into the big picture. The concept of tracking is to bring the future to the present. Choosing and using the right goals is key. Goals define success. (copied with permission from 'C-Store Growth Mindset' by Bandy and Cowan)

- Growth versus Control
- Inventory Management
- Labor Allocation
- Sales Keys – Comparisons in context
- Shrink Indicators – Early Detection
- Age Verification – Compliance and Follow-up
- Utilizing the Systems You Have
- Daily, Weekly and Monthly Patterns of Review
- Consistent, Comprehensive, and Quick
- Focus on Understanding, Priority and Action

- March, 2025 **Online** Check-in - dates TBD  
Topic: Success, Learning and Next Steps – Putting It to Work

- **April, 2025 – MPACT - Presentation of Participants Completion Diplomas.**

**Certification Course Content Provider:**

**Lunch Provider:**

