



C-Store Management Certification Course

IFFA Fuel Retail and Convenience Store Management Staff

The IFFA's Management Certification is a hybrid, in-person, and virtual learning and development experience. It facilitates leadership perspectives and career growth through networking, training, and real-world experience.

This approach focuses on the practical application of skills to boost confidence, maximize employee and customer experience, and fulfill brand promises in the stores.

The certification content is derived from metric-focused operation systems built and tested in family and community chains. It's based on decades of executing operational goals and training to provide staff development and improvement.

Course Syllabus

June 19th – First In-Person Class IFFA Office Indpls

TOPIC: HR/Staffing Certification

Hiring the right staff is a foundational element of convenience and fuel retail store management. Operations is about the people and process. The first class offers an in-depth workshop and training that addresses hiring the correct candidates to match the cultural fit, setting clear expectations, establishing the professional 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

July 10 & 24 – Virtual online check-in with instructors.

- Successes
- Challenges Breakout Sessions

August 7 and 21 – Virtual online check-in with instructors.

- HR/Staffing Role-play Break-out Sessions

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September 18, 2025 – Second In-Person Class IFFA Office Indpls

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. Course students will participate in teaching, sharing, coaching, and roleplaying various management skills and how they relate to the bottom line. 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

October 9th and 23rd and November 6th and 20th - Check-ins have the same format as above.

February 19, 2026 - Third and Final In-person Certification Course

TOPICS: Tracking & Follow-up; Utilizing Key Metrics

Companies reporting effective Performance Management Systems say that 91% of employees' goals are linked to business priorities. Employees will be more effective if they understand how their personal goals fit into the company's goals. The concept of tracking is to bring the future to the present. Choosing the right goals and measures is the foundational element to success.

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

April 15, 2026 –M-PACT – Graduate's Awards Ceremony

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