

The ORC Initiative

Group 3:

Cathryn Hennes

Kristen Blazek

Melanie Williams

Valene Singler

Aéropostale, Inc.

- * Retail chain of stores suffering from the hands of Organized Retail Crime (ORC).
- * (ORC) isn't just a problem with this company, but all of retail in general.
- * This training program will supply the District Managers with the tools to train sales associates in understanding what ORC is and how to thwart it.

CEO Message

- ✱ “We have a need for all sales associates to grasp all issues around Organized Retail Crime. It is a very real problem not only with our stores, but all retail in general. I want to put a stop to this by supporting a training program in understanding and solving this problem. When our products are stolen, our profits are endangered!” as stated by CEO Thomas Johnson in the last shareholders meeting.

Building a Solid Base of Support

- ✱ Training Manager can also facilitate the Planning Table activities
- ✱ Power struggles are bound to happen when executives come with personal/store agendas
- ✱ No ideas are shot down at the Planning Table
- ✱ All parties at the Planning Table have a vested interest in the overall outcome of the program

Members at the Table

- * Loss Prevention Manager, Valene Singler (holds the most power at table)
- * Regional Manager, Melanie Williams
- * Training Manager, Cathryn Hennes
- * District Manager, Kristen Blazek (hold the least power at table)

Program Objectives

- ✱ To provide educational information regarding Organized Retail Crime.
- ✱ To provide a training program on the six steps of Loss Prevention; Awareness, Compliance, Detection, Investigation, Resolution and Prevention.

Learning Objectives

- ✱ Identify ORC groups.
- ✱ Define how losses occur.
- ✱ Practice established policies and procedures.
- ✱ Detect theft and resolve it.
- ✱ Conduct investigations.
- ✱ Prevent theft.

Instructional Plan

Program Agenda

Time	Topic
10:00-10:15	Introduction
10:15-12:15	Dangers of ORC -Review slides -Watch video -Review slides
12:15-12:30	Break
12:30-1:00	Group Discussion
1:00-2:00	Lunch
2:00-2:30	Awareness -Review slides
2:30-3:15	Compliance -Review slides -Paperwork exercise
3:15-3:45	Detection -Review slides
3:45-4:00	Break
4:00-4:30	Investigation -Review slides -Watch video
4:30-5:00	Resolution -Review slides
5:00-5:30	Prevention -Review slides
5:30-6:00	Conclusion -Recap -Post-test -Answers to post-tests and rewards

Transfer of Learning

- ✱ The main objective to transfer of learning is the effective application by program participants of what they learned as a result of attending an education or training program(Caffarella, 2002). We will be focusing on the six factors influencing the transfer of learning, program participants, program design and execution, program content, changes required to apply to learning, organizational context, and community and social factors.

Evaluation Questionnaire

Questionnaire about ORC Initiative

Thank you all for attending this seminar on ORC. We hope you enjoyed your time, and found it helpful. Please take the next five to ten minutes filling out this short questionnaire about the program. Thank you again and have safe travels back!!

Please answer using the following scale

5=very good	4=good	3=ok	2=bad	1=very bad
How was the presentation of ideas?				
3	2	1	5	4
Do you believe this seminar was helpful?				
3	2	1	5	4
Was the information relevant?				
3	2	1	5	4
Do you agree with the information?				
3	2	1	5	4

Please explain you answers in the following questions

The best part of the training was

The program could be improved by

Additional Comments

Making recommendations and communicating results

- * The best way to really communicate will be to hold a follow up meeting in a couple of months to look at the numbers and compare them to see if the incidence of ORC has lessened. If the numbers are better, than we are assured that the program was successful. However, if the numbers have not changed than we can review the questionnaires and consult with the trainer on how we can prefect it to really motivate our associates on loss prevention, and more importantly ORC.

Selecting Formats, Schedules, and Staff Needs

- * The format will be a workshop, which is defined as a program with “intensive group activities that emphasize the development of individual skills and competencies in a defined content area. The emphasis of this format is on group participation and the transfer and application of new learning”(Fleming, 1997)
- * Program will take place before busy back to school season.
- * No additional staff needed.

Preparing Budgets

- * “Direct program costs are funds actually spent (also referred to as “out-of-pocket” expenses) that support specific program activities, such as instructors, salaries, travel costs, and money for instructional materials” (Caffarella, 2002, p. 306).
- * Travel, food, and facility expenses.
- * Training is mandatory, but still important to give agendas and program goals to participants ahead of time.

Coordinating Facilities

- * Equipment and supplies
- * Projector provided by trainer.
- * Projection screen, table, chairs, pens and notepads provided by hotel.
- * Room configuration
- * Tables arranged in u-shape.

Conclusion

The program planning team believes the steps they have taken to create the Organized Retail Crime (ORC) Initiative will be beneficial to all regional locations to help in recognizing and thwarting crime and loss.