

Change Philosophy 2021

‘Blah.
Blah.
Bland?’

Our manifesto to reset retail

What we believe in and why you should too.

{Bored}

**Months indoors. Dull, wasn't it?
Shoppers will just want to visit stores again.
No matter how bad. Right?**

The challenges of 2020 were an urgent wake up call for stores. Many have closed. More are in crisis. Is this the age of high street extinction? No. You've used this time to reflect, refocus and reset. More must be done. Some in-store experiences look tired. VM execution that's changed little in years. Many industry 'experts' have an opinion. Few are trusted by retailers (for +25 years) to deliver changes that work. You're ready to take action. We're here to help. Our Change Philosophy sets out the changes that lie ahead and is a reminder of the priorities we support. **For the better, we think** ■

Now (and in future), retailers must:

**Give shoppers good reasons to visit stores
Inform decisions with trusted insight
Create more distinctive in-store VM
Make VM policy easier to implement
Execute VM with expertise and precision.**

Who wants normal? Retail stands at a crossroads. Urgent action is needed.

BOLD

Our industry faces a once in a generation moment.

The immediate task: prevent in-store sales from stalling or falling into terminal decline. The priority is to change thinking to deliver what shoppers want next.

Those who were once pioneers have reached middle age. Some have lost their shine. Or been lost forever. With stores under intense pressure, new ideas are needed to make them worth visiting (and buying from) again, and again.

Retail must deal with the causes of poor performance, with clear plans to drive up standards, to elevate the experience and to sell more ■

Our 2021 Priorities

We will help retailers to get themselves out of fixed thinking. Kick-starting retail's reset by asking tough questions that create new solutions. Trusted advice, secured with authority. Vision and clarity is what's needed right now. Along with capability to deliver the better in-store experiences. Shoppers will not settle for anything less. Neither should retailers.

**That was then. This is now.
Retailers can't afford to be ordinary.**

Brave **ever** **B**

Leadership demands more. Shoppers deserve better.

Our high street stores have been consumed by repetitive monotony. Consistent, yes (though not always). But inspiring?

Simply doing more of the same? Retailers will not progress by repeating mistakes of the past. Or by surrendering to the instinct to copycat others.

For years uniqueness has been sacrificed in favour of operational efficiency. Originality in short supply when it's needed most.

Stop sales falling further. Now is the time to refocus and revitalise in-store experiences, before it's too late ■

Our 2021 Priorities

Success not only means reinvention but being able to manage and sustain the transition effectively. And, to take your retail teams on the journey with you. We will work with retailers to develop VM and retail policy that projects a clear presence on the high street. It will mean an end to the overused, the inadequate and the uninspiring. Replaced by agile solutions that can easily be adapted, updated and evolved.

**Retail must do better. Ready or not,
change is here. Definitely. Defiantly.**

better ++

**Surely, we all want
to buy into that?**

It's time to halt the decline in retail standards and the customer experience. Restoring store performance will require more than just tinkering. And meaningful change requires absolute conviction. From the top down and bottom up.

Outdated retail policy and a lack of VM expertise will mean store teams make bad decisions—for the brand, for customers, and for profit. We need to change that.

Let's rewrite the rulebooks and raise capability in every store. Less focus on mundane consistency. A greater emphasis on visual impact, excellence in standards and outstanding service delivery, by teams who care deeply ■

Our 2021 Priorities

We will deliver immediate improvements to store and team performance. Like retailers, teams need certainty—policy that's easy to understand and implement. Examining core skills gaps to inform priority development needs. Training people in VM excellence. No one should be excluded. Ensuring retailers provide essential VM support that allows teams to work with confidence. The scale of the challenge demands nothing less.

Without radical change, even more stores will fail. We can't let that happen.

The next few months will be crucial for the future of all retailers. History and reputation will not offer protection. Inaction will not save the day, or the high street.

We really are all 'in this together'.

The path to restoring profitability needs big challenges to be looked in the eye. Fixes for what's damaging sales. Stores made exciting, relevant and productive. Shoppers inspired to come back—for more, for good.

Driving retail performance is fundamentally a shopper experience and VM challenge. More inspiring stores and better product presentation that drives purpose, newness, engagement and sales.

See, think and act differently. Your customers will too.



Our 2021 Priorities

Visual Thinking is committed to restoring stores to health. Whether helping to stop irreversible decline or supporting the next stage of ambitious growth. We will focus all our resources and over 25 years of experience to help retailers light up their tills, and we are ready to get to work.



If you'd like to discuss how the Visual Thinking team of VM Specialists can achieve positive change in your stores, get in touch.

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To see our previous work visit:
www.visualthinking.co.uk

Like this? Then you'll want to read our review of the stores that are ripping up the rulebook and doing things differently. Coming soon...

shoptactics   
#NobodyBuysBland