

A woman in a business suit is looking down at her smartphone. The image is overlaid with a semi-transparent blue filter. The text 'Branch Manager' is in a large, bold, white font, and 'CERTIFICATION PROGRAM' is in a smaller, all-caps, white font below it. A vertical line is to the left of the text.

| Branch Manager
| CERTIFICATION PROGRAM

HEAT.U

About the Program

Imagine a certification program that challenges and guides you in developing your strengths, talents and assets to become the success you know deep down you can be. This rewarding Branch Manager Program asks you to invest in yourself and is designed to keep you focused to motivate yourself and your branch to higher levels of performance than ever before.

Our Branch Manager Certification Program is carefully designed to provide the necessary tools, structure and support for branch managers to make enduring performance gains, achieve results, and generate a clear ROI.

PROGRAM FOCUS

Our Branch Manager Certification Program focuses on four competency areas:

- Leadership
- Sales & Service
- Financials
- Operations

SPONSOR SUPPORT

The program has been designed with the following principles in mind:

Participants will gain a better perspective on their own performance and how it impacts their branch. They will receive vital knowledge and skill-building tools to help them contribute to overall company performance improvement. Throughout the process they will be supported with coaching and feedback.

Each participating company will elect a program sponsor who, while not participating in the program, is knowledgeable about the requirements and stays informed of the participant's progress. Program sponsors will:

- Fully support and hold participants accountable for learning outcomes; receive reports from HARDI as Branch Managers complete their learning tasks for Phase I to quickly transition to Phase II
- Help Branch Managers select appropriate e-learning content to complete their credit hours; sponsors will receive recommendations from HARDI as well
- Receive regular reports detailing the status of the participants on their e-learning progress, and our recommendations about moving into Phase III and completing the program
- Receive HARDI's recommendations as the Branch Managers complete their program and receive certification, including an ROI calculation for the amount of value the Branch Manager has added to the business as a result of their time spent in the program

Program Overview

HARDI's Branch Manager Certification Program consists of four phases:

PHASE ONE: ESTABLISH INDIVIDUAL'S BASELINE

Participants begin with a series of assessments in order to gauge their baseline performance and their strengths and weaknesses.

- Participants will undergo a 360-degree leadership assessment to help them understand their qualities as a leader.
- They will take a job knowledge pretest, assessing their knowledge in the four competency areas (leadership, sales and service, operations, financials).
- Finally, we ask each participant to submit a set of individual key performance indicator (KPI) data, which is essentially a set of metrics that captures and measures how the Branch Manager is currently impacting the branch's performance.

PHASE TWO: LEARN & BUILD SKILLS

Participants will receive curriculum recommendations from HARDI and, after consulting with their program sponsor/supervisor, they will be expected to complete a customized e-learning curriculum. With access to over 80 credit hours of courses through HEAT.U, participants should easily complete the requisite 15 hours prior to transitioning to Phase III.

PHASE THREE: APPLY NEW SKILLS

Once the e-learning curriculum is successfully completed, participants are invited to register for an intensive two-day, instructor-led workshop. The focus of the workshop will be on advanced course materials, as well as applying their new knowledge and skills back on the job. HARDI has partnered with Jason Bader, Principal of The Distribution Team, who will be our program instructor. Using realistic case studies, group discussion and other techniques, he will ensure this session is both relevant and exciting.

Phase Three Workshop: April 13-14, 2021 or October 5-6, 2021 in Columbus, OH

PHASE FOUR: IMPROVE JOB AND COMPANY PERFORMANCE

We've all experienced this phenomenon from time to time – you attend a workshop and leave the program excited and motivated – ready to take the world by storm! And then what happens? You go back to work, get busy, become distracted, and soon you lose your momentum to improve, and that workshop stuff just becomes a distant memory, right? Phase IV in HARDI's Branch Manager Certification Program has been designed to keep the program focus fresh and in the forefront for Branch Managers. After the workshop, participants will engage in a six-month coaching and feedback series with Jason Bader and HARDI. Participants will resubmit their KPI metrics again in order to keep the focus on the ultimate goal: improving the financial performance and profitability of the branch.

At the completion of the program, which takes approximately 12 months, the participants will exhibit improved individual performance, improved branch performance, and a calculable return on investment (ROI) as a result of the time spent in the program.

Our program is administered by HEAT.U, HARDI's online learning system, which makes tracking progress and completion of the four phases simple and efficient.

HARDITALENT

PRICING

Our Branch Manager Certification Program price includes all components of the program:

- Phase I & II: Assessment & E-Learning Courses
- Phase III & IV: Instructor-led workshop & six-month coaching
- Full access to HEAT.U's library (a \$195 value)

You can register your Branch Managers into the program for \$1,500 per participant (ask us about our multiple participant discounts or our private Branch Manager offering for organizations sending more than 10 participants).

GETTING STARTED

To get started with the Branch Manager Certification program, sponsors should reach out by phone at **(614) 345-4328** or email at **hardimail@hardinet.org**.

A sponsor orientation will be conducted to familiarize the company with the program and ensure the sponsor understands the internal role they will play in the program.

We will enroll all Branch Manager Program participants and provide them with an individual orientation, ensuring they enter the program understanding the requirements and confident in their ability to move forward toward a successful program completion.

We look forward to working with you and your Branch Managers on this exciting program. Contact us today!

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