



# Win at the shelf with HOVR

## North America Retail Training Plan



- Explain HOVR and why is it so important to UA to have a successful launch
- Review the tools and resources the L&D is creating around the HOVR campaign
- Gain agreement on a proposed training roll out strategy to begin development by Friday, 12/8/17





## HOVR LIFTS YOU UP ZERO GRAVITY FEEL & ENERGY RETURN

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UA's #1 initiative in 2018

New Cushioning Platform



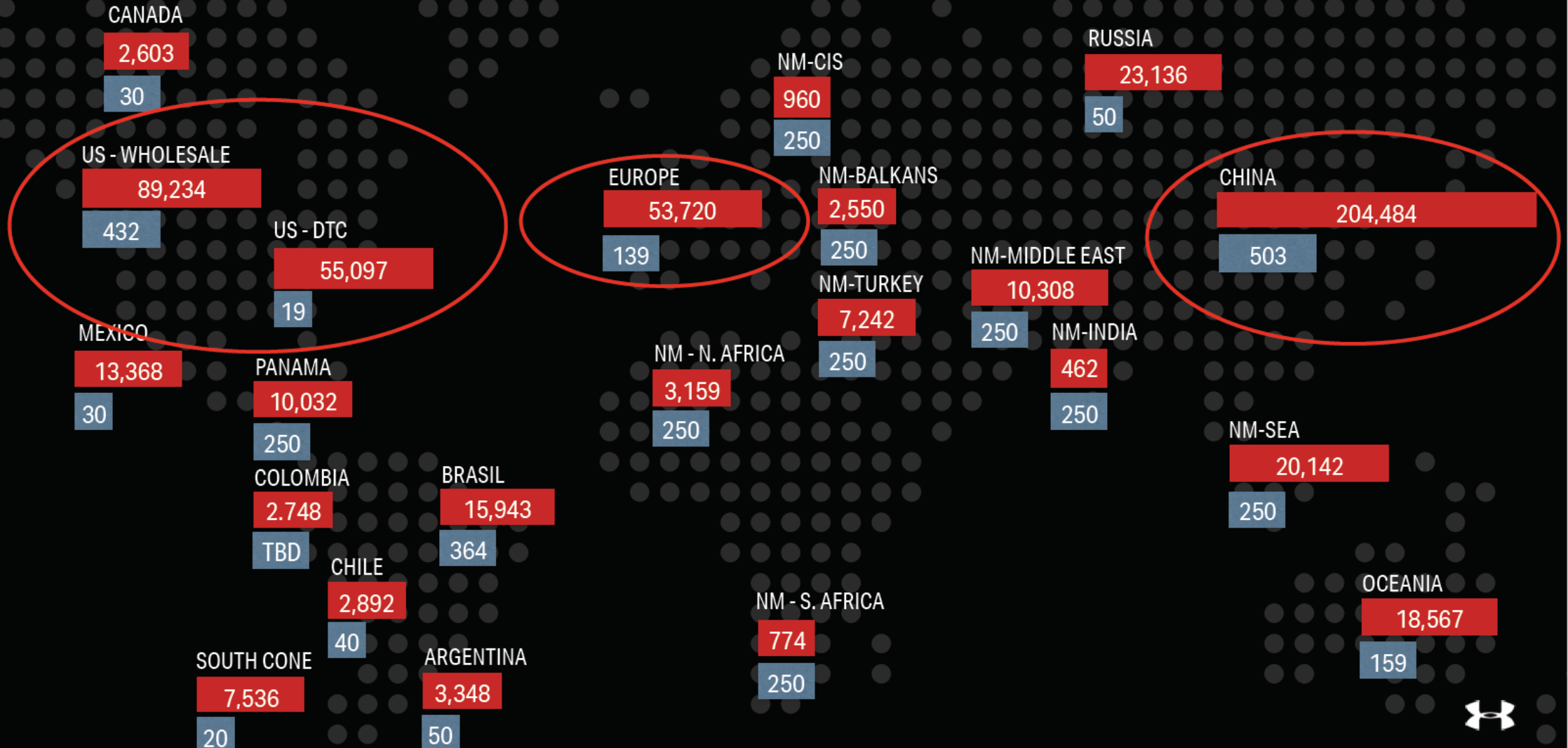
The Perfect Combination of Cushioning, Energy Return & Longevity

# SEGMENTATION



DISTRIBUTION IS SPREAD THROUGHOUT THE GLOBE  
WITH MEANINGFUL CONCENTRATION IN 3 REGIONS

■ = PAIRS ■ = DOORS  
PHANTOM = 267,062 | SONIC = 277,360



## Available Training Resources

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- THE BUZZ
- HOVR Online Training (Phantom & Sonic)
- Map My Run Online Training
- Instructor-Led Training





## THE BUZZ

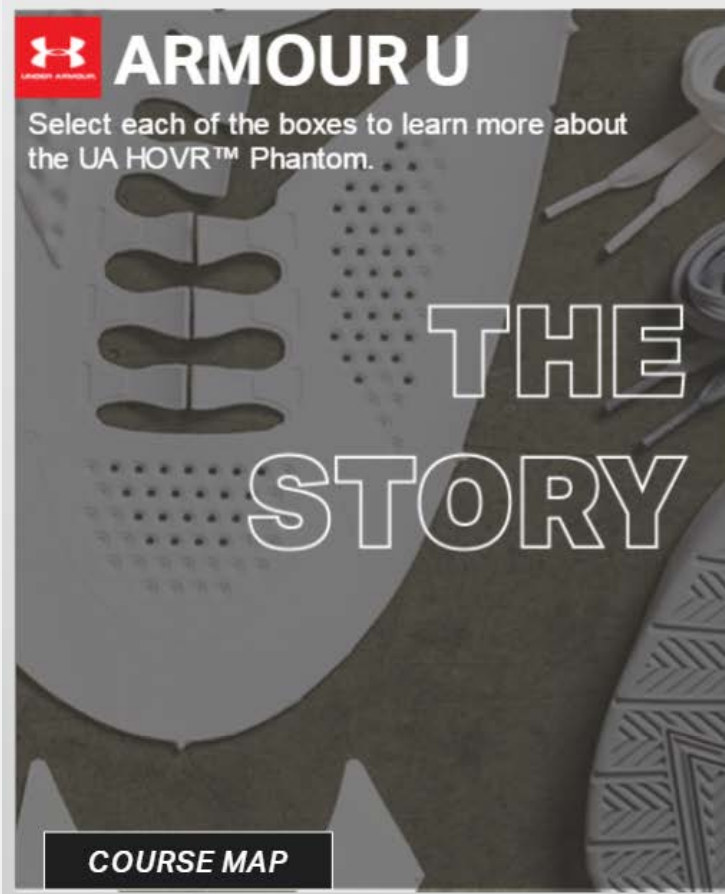
- One of our goals in 2018 is to gain excitement towards our product training. We will achieve this with THE BUZZ
- A short, fun, and informational video created to provide exciting behind the scenes information on our upcoming products
- Teammates will receive via Clipboard, Armour U, Armour U<sup>2</sup>, Yammer, or in their Daily Huddle
- HOVR Buzz will be launched on 1/15 (one week prior to the online training) and is meant to create excitement and a desire to learn more





## Phantom & Sonic Online Trainings

Launched on Armour U & Armour U<sup>2</sup> on 1/22/18 (2 weeks prior to launch)



We want to provide trainings that teammates can complete on their own time between customers. Each of these trainings will detail both HOVR and the specific shoe.

**The Story:** Why did we develop HOVR? What makes it so special?

**Why to Buy:** Features and benefits of the technology. What type of runner was this shoe designed for and why? How do we explain it to our athletes?



## Map My Run Online Training

We learned from past experience, that the teammates had a lot of trouble explaining and connecting our shoes to Map My Run. This process has been simplified, and it will be important that all teammates are aware of the new ease of use as well as how they should be talking about the features and benefits of our new app experience.

### **New features include:**

- **Better Experience**- ease of use for connecting to your shoes (where applicable)
- **More Data**- Cadence and stride length now added
- **Coaching**- Making RUNNING easier with a DECREASED chance of INJURY (free 1 yr. membership with purchase)
- **Community**- INSPIRE, ENCOURAGE, CONNECT to something bigger







## Instructor-led Training

### Fit Session & Role Play Examples

- Introducing the HOVR technology using the squishy ball tool
- Encouraging download and use of Map My Run
- Connecting the shoe to Map My Run in the store

#### **Train the trainer:**

Identified HOVR training leads will attend in-person or via video. Trainers will teach back the content in order to show an ability to train the content to become "certified." They will then receive their seeded footwear.

#### **Training Blitz:**

HOVR trainers will perform the same train the trainer for their stores to certify the managers and leads in their store. Once certified, trainers will receive a specific prize (button, t-shirt, etc. -TBD).

#### **Store Training:**

Managers will have a goal of all teammates completing online trainings and practice huddle activities by launch date of 2/1.





## North America Brand House

### Idea A

#### HOVR Ambassadors

- Each store would designate a HOVR ambassador preferably the Merchandising DOR or Footwear Lead
- This person would attend one of four in-person training sessions throughout the country led by L&D and T&Ms
- Ambassadors would then be responsible for cascading training down to teammates through a personalized roll out plan

#### To consider:

Appx: \$5,800

- T&E for in-person training
- T&E of T3 for Duncan
- Location of training
- Time to complete cascade training

### Idea B

#### Utilize Field Service Team

- Field Service Team will be attending a T3 led by L&D in TP 1/11-1/19
- During their "training blitz" from 1/15-1/31, the team would visit BH stores to train designated HOVR ambassadors
- Ambassadors would then be responsible for cascading training down to teammates through a personalized roll out plan

#### To consider:

Appx: \$900

- T&E for F.S. team to travel to all BH stores
- Receptiveness of BH teams to F.S. team
- Payroll for training HOVR ambassadors
- Time to complete cascade training

### Idea C

#### Virtual Certification

- Each store will designate a HOVR ambassador
- Ambassadors will study the HOVR OLTs and videos of in-person training provided by L&D
- After practicing, they will have someone video them performing their in person training and submit this video to the L&D team for certification
- Once approved, they will be responsible for cascading training down to teammates

#### To consider:

- Time for ambassadors to complete training & video
- Effectiveness of video training
- Timing to have ambassadors certified
- Time to complete cascade training

OTHER IDEAS???



Questions?

