



# ACADEMY CATALOG





LETTER FROM THE DIRECTOR

# Training Tools for Your Business

In my 30 years of experience working for this great association, I can say with confidence that if there is one thing retailers can do to ensure their future success, it's investing in your people. In the pages that follow, you will see the culmination of many years of developing programs and services designed



**Scott Wright**  
Executive Director,  
Advanced Retail  
Education Programs

to help you do this. We have a full lineup of industry-specific courses that were developed by listening to retailers' needs and sharing best practices that have stood the test of time. We also know these programs have a proven track record, regardless of how many stores you

operate, what type of customer you serve or what affiliation banner you fly.

Perhaps that's why all the major co-ops and distributors in our industry support the use of NHPA education and training programs and even make them available to retailers on their learning platforms or through group memberships.

Please take some time to review the options we have available through NHPA's Academy for Retail Development. Whether it's basic selling skills for your entry level associates or advanced retail training for your up-and-coming leaders, we have what you need to take your education efforts, and your business, to a higher level.

NHPA's Academy for Retail Development offers resources for **training and enriching** individual employees, whether they are brand new to the home improvement industry or have decades of experience. The Academy for Retail Development also offers **organizational development opportunities** for fine-tuning your entire organization.

In this catalog, you'll find a complete list of NHPA's training resources. Use them to develop a training plan for your company. If you need help choosing the resources that are best for your company, just ask. NHPA can help design a training program that will meet the needs of your specific business.

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The North American Hardware and Paint Association's mission is to help independent home improvement and paint and decorating retailers, regardless of affiliation, **become better and more profitable retailers.**

## WHO ARE WE

- NHPA is a non-profit organization started by retailers in 1900. Today, it is still led by a board of independent retailers.
- NHPA serves 40,000 diverse independent home improvement and paint and decorating retailers across the United States and Canada.
- Revenue generated by NHPA is re-invested to develop programs and services to help retailers.

## WHAT WE DO

- NHPA helps retailers address today's biggest challenges, such as technology, business transition and employee engagement.
- NHPA creates in-person and virtual experiences so retailers, regardless of wholesaler affiliation, can discover new ideas, share best practices and build connections with one another.
- NHPA is the industry leader in training for all levels of staff including hiring, onboarding, leadership and overall business improvement.
- Since every retailer has unique needs as they train employees and develop their organization, NHPA offers a wide range of products, services and customizable tools to help them find success.
- NHPA advocates on behalf of all independent retailers by representing them to the wholesaler and vendor communities.

## NHPA ACADEMY STAFF



### Scott Wright

EXECUTIVE DIRECTOR OF ADVANCED  
RETAIL EDUCATION PROGRAMS  
swright@yournhpa.org



### Kim Peffley

DIRECTOR OF ORGANIZATIONAL  
DEVELOPMENT & CONSULTING  
kpeffley@yournhpa.org



### Katie McHone-Jones

DIRECTOR OF MEMBER SERVICES & EVENTS  
kmchone-jones@yournhpa.org



### Jesse Carleton

TRAINING MANAGER & EDITOR  
jcarleton@yournhpa.org



### Renee Changnon

RETAIL ENGAGEMENT SPECIALIST  
rchangnon@yournhpa.org



## ARE YOU A MEMBER OF NHPA?

All independent home improvement and paint and decorating retailers in North America are automatically members of the association. Every industry retailer has access to numerous free resources, events and training tools. For additional training options, NHPA also offers a Premier membership for a low annual fee.



## Improve Your Staff: Individual Growth Planning

Courses in the individual growth plan are geared towards developing employees in all aspects of retail, from the basic knowledge everyone needs to know on day one of the job to skills prospective managers need to advance their career. Many of these courses are available for individual study, but there are some classroom options.

- Working in Retail - 100 level**..... 8  
These courses introduce basic concepts that are important to a successful career.
- Product Knowledge - 100 level**..... 9  
Product knowledge mastery starts by understanding the items that make up core hardlines categories.
- Increasing Sales - 100 level**..... 10  
Employees learn how to increase transaction size and guard against theft.
- Basic Store Operations - 200 level** ..... 11  
These courses explore the fundamentals of running a successful business.
- Foundations of Retail - 300 level** ..... 12  
Five course options help managers understand key concepts of leadership and personal development.
- Retail Management Certification Program - 400 level**..... 14  
This college-level course strengthens the management capabilities of owners and high-potential employees and provides actionable knowledge.



VISIT THE WEBSITE

Scan this QR Code with your smart phone to navigate to our website. Here you'll find all the resources you need to get started.

## Improve Your Business: Business Development Planning

For retailers looking to improve overall business operations, NHPA offers a wide range of in-person and virtual options to get organized, improve culture and more.

- Everything DiSC® - 100 level**..... 18  
Improve collaboration and engagement in your workforce with Everything DiSC®, a personal development learning experience.
- Mentoring - 200 level** ..... 19  
If you or key members of your staff need guidance from an outside perspective, mentoring can help you sort through some of those everyday challenges.
- Consulting - 200 level** ..... 21  
Looking for feedback on a unique challenge in your operation? NHPA's retail consultants are well-versed to guide you toward overall business improvements.
- TeamBuilder - 300 level**..... 22  
If you recognize a need to make improvements in your business, but need some help on where to start, TeamBuilder can provide you with a comprehensive analysis and recommendations..
- Vision Process - 400 level** ..... 23  
Build a high-functioning, world-class retail operation with this immersive, full-service experience for your entire staff.
- Licensing**..... 24  
If your operation already utilizes a learning management system, NHPA offers licensing for its popular training programs.
- Custom Training Courses**..... 25  
Every business is different. NHPA offers scalable customized training programs based on your unique needs and goals.
- Other Business Resources** ..... 26  
NHPA has a variety of resources designed to help retailers keep up on trends and news in the home improvement industry, many of which are free to you.
- Compliance Training**..... 29  
Through a partnership with JJ Keller & Associates, Inc., a trusted name in compliance training, NHPA offers HR compliance and workplace safety training courses in some of the most common topics affecting home improvement stores.

### Don't Lose Sales and Employees to Poor Training

Here are 5 reasons you should make training a priority this year.

1

**Higher transaction sizes.** Well-trained employees can anticipate the needs of customers working on projects. In addition to suggesting add-on sales, these employees can upsell customers to better products, also resulting in a higher transaction size.

2

**Better customer service.** Well-trained employees are confident they can answer customers' questions, so they are not afraid to interact with them. Good customer service means shoplifters will have less of a chance to do their work, reducing your shrinkage.

3

**Higher job satisfaction.** Well-trained employees are more likely to enjoy their jobs and keep their jobs longer. If you show you are investing in them by training them to do their jobs, they will want to invest their time and talent into your business.

4

**Higher productivity.** Well-trained employees spend less time asking questions and more time selling. They are able to take care of each customer's individual needs quickly, creating a more efficient salesfloor.

5

**A safer store.** Well-trained employees know how to do their jobs safely, and how to keep the store safe for customers. This reduces an employee's downtime due to an on-the-job injury. An accident-free workplace helps lower your insurance, too.

**40,000**

**Retailers**

NHPA serves all independent home improvement and paint and decorating retailers in the U.S. and Canada.

**14+**

**Annual Events**

NHPA hosts several retailer-focused events covering a wide range of topics each year.

**279**

**Training Modules**

NHPA's online training courses cover product knowledge, merchandising, selling skills and more.

**120+**

**Years of Service**

NHPA has been serving the independent home improvement industry since 1900.



# INDEPENDENT HOME IMPROVEMENT CONFERENCE

**AUGUST 27-29 | MARCO ISLAND, FL**

Two respected industry events—the NHPA Independents Conference and The Hardware Conference—will come together to form the 2024 Independent Home Improvement Conference.

Gain actionable solutions for today's toughest retail challenges and celebrate the independent channel's successes.

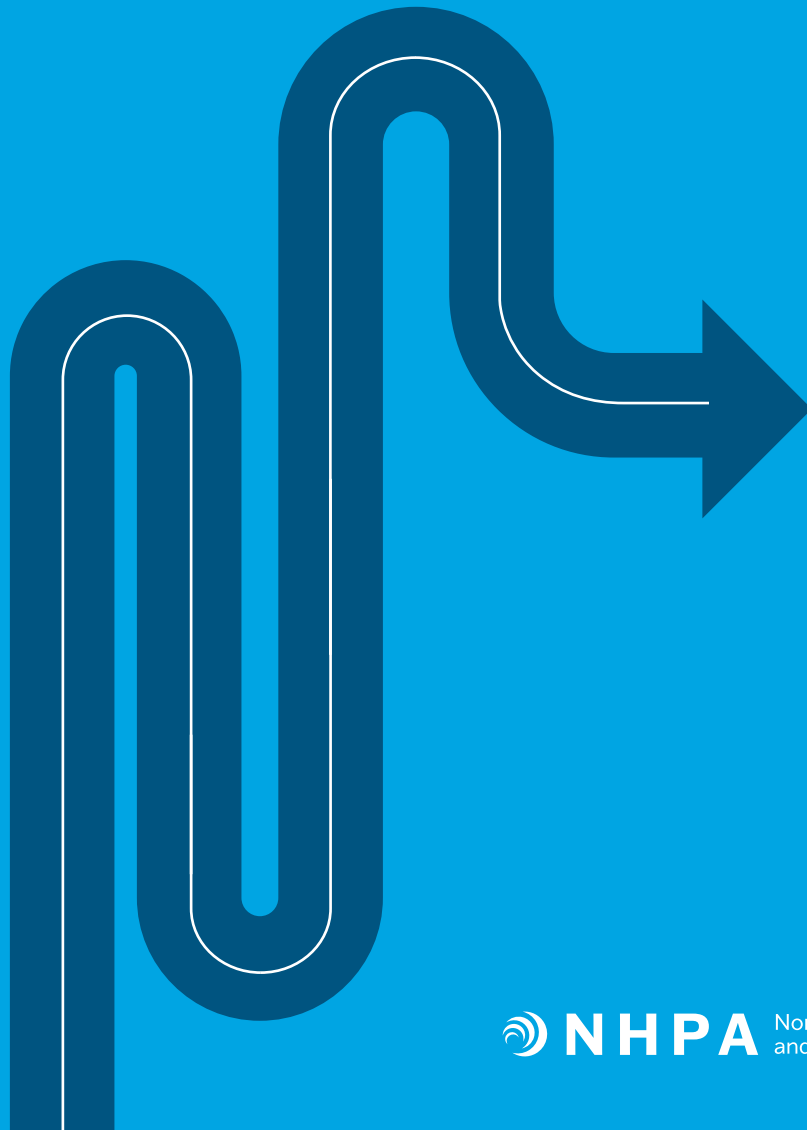
Join the excitement at  
[ihiconference.org](https://ihiconference.org)





# INDIVIDUAL GROWTH

Courses in the individual growth plan are geared towards developing employees in all aspects of retail, from the basic knowledge everyone needs to know on day one of the job to skills prospective managers need to advance their career.





## Working in Retail

Get your new hires on the salesfloor quickly and have them start helping customers with confidence. These courses cover basic selling skills and retail knowledge every employee needs to know.

### Three Pennies of Profit

This video gives employees a basic understanding of the fundamental elements of retail profit and loss. It is ideal for all employees because it helps them understand how their actions on the salesfloor directly affect the store's profit—and their own success in the business.

**Length:** 15 minutes

### Basic Training in Selling Skills

This course teaches employees the basic selling skills needed for delivering top-notch customer service. It covers topics such as how to make a good first impression, deal with customer complaints, overcome objections, close the sale and much more.

**Length:** 1 hour

### Basic Retail Merchandising

Proper merchandising helps a store improve sales, so it is essential that every employee be familiar with best merchandising practices. This course will help employees understand merchandising fundamentals and what they can do to maximize the impact of every display.

**Length:** 1 hour

### Loss Prevention: Store Safety

Store safety is everyone's responsibility and it's important that every business has a store safety program. This course will explain how each person has a role in creating a culture of safety, how to prevent accidents and what to do if one occurs.

**Length:** 45 minutes

### Joining a Retail Team

This course helps employees understand the important role they play as a member of a retail team. They will learn about teamwork, customer service and why independent retailers are an important part of the community.

**Length:** 30 minutes

### Retail Terms

Employees learn 60 terms common to retail in an interactive game format.

**Length:** 30 minutes



<b>Course Level:</b> 100	<b>Type:</b> Online	<b>Intended Audience:</b> New Sales Associates	<b>Cost:</b> Included with Premier membership	<b>Contact:</b> Renee, rchangnon@yournha.org
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## Knowing Your Assortment

Product knowledge mastery starts by understanding the items that make up the core hardlines and LBM categories.

### Basic Training in Hardware Retailing

This series of courses covers the basics of items and categories sold in a typical home improvement store. In addition to outlining the products and features of basic products, this course offers selling skills and frequently asked questions. It will equip employees with the basic product knowledge they need to start selling.

**Length:** Courses average 60 to 90 minutes

- Lawn and garden
- Hand tools
- Plumbing
- Electrical
- Power tools
- Paint and decorating
- Hardware and fasteners
- Heating and cooling

### Basic Training in Building Materials Retailing

This series of courses covers different types of products sold in a typical lumberyard or home center. In addition to outlining the products and features of basic products, this course offers selling skills and frequently asked questions.

**Length:** Courses range from 30 to 80 minutes

- Lumber
- Engineered wood
- Internal surfaces
- Millwork
- Windows and doors
- Cabinets
- Siding and roofing
- Insulation

### Basic Paint Sales

Basic Paint Sales covers the fundamental retail skills employees need to know to start selling paint. With an emphasis on best practices and selling skills essential to the category, the course is applicable to any retailer who wants to develop and maintain a strong paint business, whether they are a home improvement store or a paint and decorating retailer. Topics include how to help a customer choose a color, selling skills, product sales, merchandising and store safety.

**Length:** 1 hour



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TO BECOME AN NHPA  
PREMIER MEMBER

### Advanced Paint Sales

Advanced Paint Sales is an updated version of the Coatings Specialist and Paint Customer Specialist courses. This series of courses covers coatings, applicators and sundries, color and customer service. After taking Advanced Paint Sales, sales associates will have an in-depth understanding of the different types of coatings sold in paint and decorating stores and be able to help customers choose the best one for their project. Sales associates will learn through interactive content, printable study guides and review tests.

**Length:** 3 hours

*Coming in 2024*

### Paint Problem Solver

This reference guide will help sales associates understand the probable causes and recommended solutions for a broad range of interior and exterior paint performance problems. Full-color photos and detailed explanations make it easy for sales associates to help customers identify why paint is failing and find the correct product for remediation. Paint Problem Solver will be available as an online reference tool or printable PDF guide.

*Coming in 2024*

**Course Level:**  
100

**Type:**  
Online

**Intended Audience:**  
Sales Associates

**Cost:**  
Included with Premier membership

**Contact:**  
Renee, rchangnon@yournhpa.org



## Increasing Sales

These courses will help employees learn how to increase transaction size and guard against theft.

### Project Selling/Project Pro

Raise your average transaction size by teaching employees how to sell some of the most common home improvement projects. The courses focus on how to provide the best customer service when selling a project and how to suggest add-on sales. The courses explain:

- The impact project selling can have on a company's financial success
- How to complete the project by watching NHPA's project knowledge videos
- How to answer your customers most frequently asked questions
- How to better recognize your customer's product needs
- How to increase transaction size using add-on sales and upselling techniques

**Length:** Each course averages 30 minutes

#### Courses:

1. Fixing a leaky toilet
2. Installing electrical outlets and switches
3. Priming and painting interior walls
4. Refreshing an antique
5. Planting and pruning trees and shrubs
6. Repairing drywall
7. Home weatherization
8. Exterior painting
9. Electrical fixtures
10. Replacing a faucet
11. Spring lawn care
12. Lawn repair
13. Lawn mower care
14. Deck maintenance

### Loss Prevention: Internal Theft

Internal theft accounts for a large percentage of retail shrinkage, and it's a difficult problem for retailers to address. In this course, you'll learn about some of the reasons employees steal from their employers, the different types of internal theft, how to detect it in your business and tactics for preventing it.

**Length:** 45 minutes

### Loss Prevention: External Theft

External theft includes different types of theft and fraud resulting from individuals who are not employed by the store. It may include longtime customers, individuals posing as customers or vendors your store does business with. This course will focus on the most common type of external shrinkage; shoplifting. Course content will cover different types of shoplifting, how to deter it and how to confront a shoplifter.

**Length:** 45 minutes



**Course Level:**  
100

**Type:**  
Online

**Intended Audience:**  
Sales Associates

**Cost:**  
Included with Premier membership

**Contact:**  
Renee, rchangnon@yournha.org

## Basic Store Operations

These courses explore the fundamentals of running a successful business.



### Basic Inventory Management

The course in Inventory Management is a primer on the basic concepts and best practices of managing inventory in a home improvement retail operation. In seven modules, the course outlines the components of the inventory cycle, including ordering, receiving and stocking. It also covers ways retailers should maintain the accuracy of their inventory records and manage slow-moving and discontinued inventory.

**Length:** 1 hour

### Basic Retail Pricing

This course introduces the basic principles of pricing in a typical home improvement operation. The course will review key concepts such as pricing terms and calculations, common pricing techniques, price audits and price shopping. The course will also review how retailers manage their price image and how they can strengthen their overall pricing strategy to improve profitability.

**Length:** 1 hour

### Basic Retail Accounting

This course introduces the often-complicated topic of accounting by explaining the terms used in the two most common financial statements: the income statement and the balance sheet. The course also defines basic financial ratios retailers use to compare their operation against others in the industry.

**Length:** 30 minutes

*Does your company already use a learning management system? Visit page 23 for licensing options.*

**Course Level:**  
200

**Type:**  
Online

**Intended Audience:**  
Sales Associates

**Cost:**  
Included with Premier membership

**Contact:**  
Renee, [rchangnon@yournhpa.org](mailto:rchangnon@yournhpa.org)



## NHPA Foundations of Retail

In the Foundations of Retail program, NHPA offers five certifications to help managers understand key concepts of leadership, personal development and store operations. Each course offers industry-specific training for a range of topics, including effective communication, problem-solving, team building, developing financial management skills, understanding how to mentor and learning best practices for managing merchandising.



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### Your Leadership Style

In this introductory course students will learn about their unique leadership style and strengths that will provide a framework for their ongoing leadership growth and career development needs.

- Understanding Me and My Strengths
- Leadership and Me
- Entrepreneurial Leadership

### Leading Your Team

This course teaches students the critical components of building and leading a team, including communication skills, conflict management, talent development and performance management.

- Constructive Conflict and Communication Skills
- Developing Talent
- Team Building: Selection & Performance Management

### Financial Management

Students will focus on the key financial management skills that developing leaders need to manage the financial side of business, including the basics of expense control, budgeting and benchmarking.

- Understanding the Financial Framework of a Home Improvement Retail Store
- Basic Sales Equation for Top Line Sales Growth
- What You Can Control In Retail Productivity

*The cost of each course gives one student and one mentor full access to the training. This excludes Merchandising Management and Mentoring. Thinking about attending NHPA's Retail Management Certification Program? All investments made in Foundations courses can be used as credit towards your RMCP tuition. Custom options are available. If you want to tailor leadership training specifically to your business, ask NHPA how you can create a customized program.*

**Course Level:**  
300

**Type:**  
Self-paced, Online

**Intended Audience:**  
New or seasoned managers

**Cost:**  
\$999 per student

**Contact:**  
Scott, [swright@yournhpa.org](mailto:swright@yournhpa.org)



## Merchandising Management

The Foundations of Merchandising Management program is crafted for the independent home improvement retailer to provide knowledge and guidance in merchandising disciplines from the supply chain to the retail shelves. The execution of the tactics learned will produce optimal performance of inventory and retail floor space, enhance store appearance and fulfill the retail experience for the customer, consistent with the retailer's brand.

- Philosophy of Merchandising
- Visual Merchandising Standards and Techniques
- Promotional Space Management
- Resets and Remodels
- Merchandising Maintenance
- Assortment Planning and Category Management
- Vendor Relations
- Merchandising and Marketing
- Pricing Strategies and Management
- In-Store Design Elements

**Cost:** \$1,698 **Type:** Cohort, Online

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## Mentoring

Mentoring is a key component to developing great leaders at any company. This online course from NHPA offers a uniform way to train future mentors on how to serve that role to the best of their abilities in a consistent and structured manner. Future mentors will learn all aspects of the mentor/mentee relationship in a professional, easy-to-understand and easy-to-apply manner.

### Modules:

- Introduction to Mentoring
- Finding a Mentor
- Preparing to Mentor
- Setting Expectations
- Asking Probing Questions
- Common Mentoring Challenges
- Do's and Don'ts
- Concluding the Relationship
- Summary

**Cost:** \$499 per student

*Mentors currently working with a student in other Foundations courses may add on the Foundations of Mentoring course for a 50% discount, or \$250.*

**Course Level:**  
300

**Type:**  
Self-paced, Online

**Intended Audience:**  
Managers, Owners

**Contact:**  
Scott, [swright@yournhpa.org](mailto:swright@yournhpa.org)



# Retail Management NHPA Certification Program

The Retail Management Certification Program (RMCP) is a college-level course developed in conjunction with industry experts, university educators and successful retailers. It strengthens the management capabilities of owners and high-potential employees and provides actionable knowledge to make a difference in your store immediately.

### Interactive Workshops & Multi-platform Learning

Classroom sessions are designed with the adult learner in mind. Workshops include simulations, case studies, group exercises, role-playing and discussions that encourage interaction and help students immediately apply experiences to the business.

### A Culminating Business Improvement Project

Throughout the course, students work on a Business Improvement Project. During the third visit, students present their company-specific plans and receive feedback and suggestions from their peers, industry experts, business owners and university professors.

### Quick Wins for the Business

Students complete a final Quick Wins assignment where they will implement three quick projects for their businesses based on what they learned during the course to provide an immediate return on investment.

The power of this program is its impact on the positive performance of participating companies. The course curriculum covers multiple aspects of the business, and its industry-specific nature allows the learning to be immediately applied to the business. The course curriculum is designed specifically for employees of independent home improvement and paint and decorating businesses and covers many business-related topics, including:

- Leadership
- Marketing
- Applied business strategy
- Finance and accounting
- Sales
- Customer service
- Human resources management
- Advanced retail operations

### Who should attend?

This program is designed for store owners, regional supervisors, store and departmental managers and other key personnel with growth potential. Although a college degree is not required, some college experience is helpful.

### What is the time commitment?

Visits take place in Indianapolis. Students will arrive the day before the first session and participate in class sessions throughout the next two and a half days.

### Program Components

- A six-month class with three visits to Indianapolis to attend class sessions and build a network with a class of industry peers to aid students in their futures.
- Intersession homework assignments that relate directly to the student's business and provide opportunities for improvement.
- Access to a business coach to engage the student and business sponsor in a discussion of how to apply the student's learning assignments to the business.
- Personal assessments that help students rate their management capabilities and personalize training to fit their needs.

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*Custom options are available. If you want to tailor management training specifically to your business, ask NHPA how you can create a customized program.*

*Scholarships are available.*

**Course Level:**  
400

**Type:**  
In-person

**Intended Audience:**  
Managers, Owners

**Cost:**  
Call for pricing

**Contact:**  
Scott, [swright@yournhpa.org](mailto:swright@yournhpa.org)



“Even though I’ve been in the business for a while, it was definitely worth it. This class taught me how to be forward-thinking instead of reactionary.”

**Franklin Cloninger**  
SOUTH CAROLINA



“The course was amazing. I learned so much that I could immediately apply to the business. I felt it was well worth the investment of my time and cost to attend.”

**Megan Stiers**  
MISSOURI



“We’ve sent three managers through the program and they all came back from their first visits on fire, and it reignited the fire in me.”

**Cody Goepner**  
WASHINGTON



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APPLY



# Take Your Next Step

Are you expanding your operation or looking for an exit strategy?  
Connect with 40,000 home improvement retailers on the  
NHPA Retail Marketplace.



## Are you selling your business?

**Ask us about valuation as the first step!**

List your business for sale on the NHPA Retail Marketplace to reach interested and motivated home improvement retail buyers. Public and private listings are available.

## Are you interested in buying stores?

**Ask us about small business loans**

If you are currently looking to expand your business through acquisition, the NHPA Retail Marketplace can connect you with potential sellers in the industry. Public and private listings are available.



## Are you hiring?

Find talented, qualified people in the home improvement industry. List your open position on the NHPA Retail Marketplace to find the best personnel fit for your business.

**Get started today!**

[YourNHPA.org/marketplace](https://YourNHPA.org/marketplace)



**NHPA**

**Retail Marketplace**





# BUSINESS GROWTH

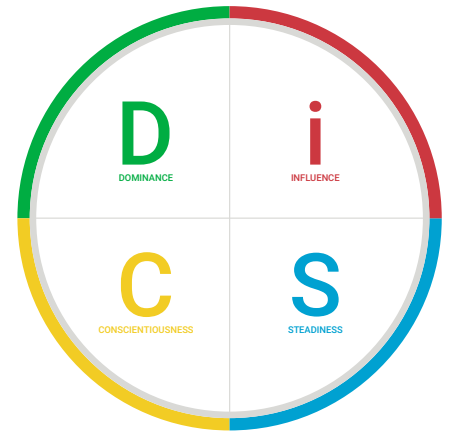
For retailers looking to improve overall business operations, NHPA offers a wide range of in-person and virtual options to get organized, improve culture and more.





## Everything DiSC®

Everything DiSC® is a personal development learning experience that measures an individual's communication preferences and tendencies (aka patterns of behaviors) based on the DiSC® model. DiSC® measures dimensions of your personality in a simple yet powerful model that is easy for everyone to understand and remember. Participants complete an assessment and then receive personalized insights that deepen their understanding of themselves and others, making workplace interactions more enjoyable and effective. The result is a more engaged and collaborative workforce that can spark meaningful culture improvement in your organization.



### How to Use DiSC®

There are three different ways you can use the DiSC® assessment tool and resources NHPA has to offer. Each of the three course level options are available with any of the types of DiSC® assessments

**Course Level:** 100 (self-paced, online)

**Course Level:** 200 (consultant-led, virtual)

**Course Level:** 300 (consultant-led, in-person)

### Workplace

Engage every individual to build more effective relationships in the workplace.

#### Participant Takeaways

- In-depth self-discovery
- Appreciation for differences in work styles
- Strategies for successful interactions

#### Includes

- Personalized Workplace assessment
- Everything DiSC® -guided Workplace course
- Optional live monthly webinar

**Cost for 100 level:** \$150 per person

### Management

Teach managers to engage, motivate and develop their people.

#### Participant Takeaways

- In-depth self-discovery
- Appreciation for differences in work styles
- Strategies for successful interactions

#### Includes

- Personalized Management assessment
- Everything DiSC-guided Management webinar
- Optional live monthly webinar

**Cost for 100 level:** \$199 per person

### Sales

Provide salespeople with the skills to adapt to customers' preferences and expectations.

#### Participant Takeaways

- Discovery of personal sales style
- Recognition of customers' differences
- Strategies to adapt to customer needs

#### Includes

- Personalized Sales Profile assessment
- Everything DiSC-guided Sales Profile webinar
- Optional live monthly webinar

**Cost for 100 level:** \$199 per person



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LEARN  
MORE

*Group pricing for all assessments is also available. Rates are determined by the number of assessments, consultant's time, online or in-person presentations, additional reports requested, and if there are other customizations.*

*In partnership with Retail People Solutions*

**Course Level:**  
100-300

**Type:**  
Self-paced, Online

**Intended Audience:**  
All staff

**Cost for 200-300 level:**  
Call for pricing

**Contact:**  
Kim, kpeffley@yournha.org

## Assessing Employee Needs

NHPA offers a variety of programs and assessments to help build the people side of your business and improve communication, reduce conflict and increase overall productivity among employees and supervisors.

### THREE FOCUS AREAS

#### Building a training and development program

Partner with a consultant to design a training and development program that is custom fit for your business. NHPA can help you implement one-on-one staff development discussions and build individual and company training programs that help you improve employee retention, communication and engagement. A consultant work with you to address the specific needs and concerns of your business, help you put an action plan in place and build the tools to better support your team, improve employee and customer engagement and drive sales.

#### Employee engagement assessment

Measuring your employee's engagement is an essential metric to help determine where your business can improve. It allows you to measure and implement strategies to improve culture, reduce turnover and improve the employee and customer experience, all which have a direct impact on the overall profitability of your business. A consultant will facilitate the engagement survey to help you better understand your employees engagement levels and how well they communicate with each other. After the survey is completed, a consultant will work with you to identify specific action items your business can implement to improve engagement, company culture, communication and any additional areas identified that need to be addressed.

#### Training Gap Analysis

Utilize NHPA's training gap analysis to identify and increase the effectiveness of your current training program. A consultant will facilitate an analysis of your current training program, gauge your employees skill sets (perceived versus actual) and provide an action plan to help improve your overall training program.

### MEET THE EXPERT

#### Kim Peffley

*Director of Organizational Development & Consulting, NHPA*

Kim Peffley is the Director of Organizational Development & Consulting. She began her career more than 30 years ago, working at her family-owned True Value, and then served as General Manager for a seven-store Ace chain in Indiana. She established development and mentoring programs, created merchandising procedures and was instrumental in driving sales, decreasing expenses and growing the business. As a certified DiSC Facilitator and Consultant, Peffley uses her industry-specific retail management and leadership experience to offer professional training and support to retailers.

#### Contact Kim Peffley

kpeffley@YourNHPA.org  
219-776-0094



**Course Level:**  
200

**Type:**  
In-person, virtual

**Intended Audience:**  
Managers, Senior Leadership

**Cost:**  
Varies

**Contact:**  
Kim, kpeffley@yournhpa.org



## Mentoring

Managers or owners looking for additional support and mentoring can work directly with our consultants to create a development and action plan. NHPA will establish meeting times that best fit your schedule to ensure you are reaching your development milestones and work together to eliminate roadblocks and ensure goals are met.



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### RETAILERS SHARE THEIR EXPERIENCES

“Having the chance to work with Kim was life changing. Being able to talk to someone who has been in the shoes I’m trying to fill for my company made the transition that much easier. I know that if I ever need advice, Kim will always be there to help me out or will get me pointed in the right direction.”

**Jade Haynie**, Billings, Montana

“

“Kim has an incredible amount of tools and the know how to walk you through all kinds of situations you will face as a leader in any company. I am grateful to her for teaching me ways to navigate the ongoings I face and will face in the future as a leader and coach to people in my circle of influence.”

**Chrissy Carswell**, Duvall, Washington

### 4 BENEFITS TO MENTORING

- 1 Obtain outside perspective
- 2 Discuss conflict resolution situations
- 3 Stay accountable for actions
- 4 Ensure steady growth

**Course Level:**  
200

**Type:**  
Virtual

**Intended Audience:**  
Managers, Senior Leadership

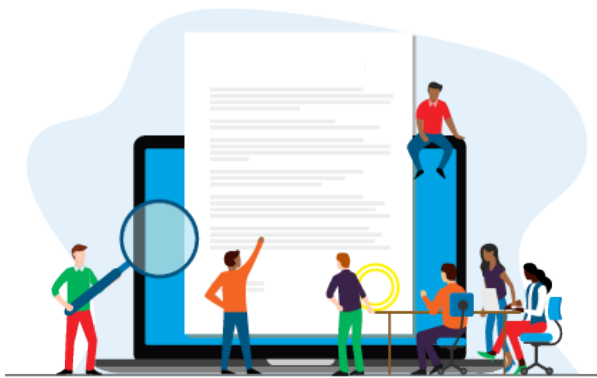
**Cost:**  
Call for pricing

**Contact:**  
Kim, kpeffley@yournha.org

## Consulting Services

Retailers looking for custom solutions can also take advantage of our hourly consulting options. We will schedule an hour-long online meeting with you, the retailer, to discuss whatever your needs may be. This can range from owner support, manager mentoring, operational support, employee engagement, hiring tips, improved retention, conflict resolution, development planning and more. Consulting sessions are a helpful tool to bounce ideas off someone else, ask for feedback, get help with accountability, troubleshoot and connect with others within the industry.

### TOPICS WE COVER



#### Culture & Core Values

We can help you customize core values specific to your operation, providing alignment for your staff and processes. These values are critical to your business, helping in areas such as hiring, training and business succession.

#### Communications Training

Using DiSC® Assessments, we will work together to assess your team's management, leadership and communication style and then build a custom program to teach them how to communicate better, work together more effectively and solve problems.

#### Time Management

We will teach you how to build and use a customized task management system that provides total transparency and accountability to ensure all staff members are aware of their responsibilities and help your team execute and drive results.

#### Conflict Resolution

We teach skills to support and prepare managers and leaders to be aware of potential conflict situations and how to create an environment where constructive conflict can support effective communication and an innovative culture without causing tension or disruption.

#### Development Planning

Whether you work on the salesfloor or in the office, we can help you implement one-on-one staff development discussions and build individual and company training programs that will help you improve employee retention, communication and engagement.

#### Operational Support

Our team will guide you in building retail best practices and operational procedures that successful independent retailers use to help increase sales and profits. Our consultant will also provide direct, honest feedback on your retail operation.

#### Inventory Management

Due to global supply chain challenges, inventory management is more important than ever. We teach best practices and offer insights and tips taken directly from successful independent retailers.

#### Succession Planning

Regardless of who is going to buy your business—be it a family member, key employee or someone else in the industry—we can offer guidance to ensure a successful transition of your company.

#### Organizational Structure

We'll work with you to understand and improve fundamentals in your business, like your organizational chart and key job descriptions, to help you align your team to your business goals and values.

**Level:**  
200

**Type:**  
Virtual

**Intended Audience:**  
Managers, Senior Leadership

**Cost:**  
Call for pricing

**Contact:**  
Kim, kpeffley@yournhpa.org



# NHPA *TeamBuilder*

TeamBuilder is an organizational development assessment that includes a comprehensive two-day in-person analysis of the people side of your business. It fully analyzes your current organizational structure and the way your staff members interact with you and each other. Discover how to get your staff working more cohesively as a team and set processes in motion to help you maximize the potential of your staff and improve your company culture.



## HOW DOES IT WORK?

### Know Your Team

You and your staff will complete DiSC®, the leading personal assessment tool, to understand and improve work productivity, teamwork and communication.

### Go Beyond the Analysis

The assessment will provide you with an analysis of how you can improve your business, complete with recommendations on training resources, leadership training and more.

### Evaluate Your Structure

We'll work with you to improve fundamentals in your business, like your organizational chart and job descriptions, to help you align your team to your business goals and values.

Course Level:  
300

Type:  
In-person

Intended Audience:  
Managers, Owners

Cost:  
Contact for pricing

Contact:  
Kim, kpeffley@yournhpa.org

## NHPA Vision Process

The Vision Process is a time-tested and proven methodology that provides home improvement and paint and decorating retailers with a full-service, integrated experience for building a high-functioning, world-class retail operation. Our consultants and educational team will lead your entire staff through a year-long journey focused on strengthening your team, defining company values and building processes and best practices that fit your company's goals.

NHPA's consultant will visit your store four times in one year (once each quarter), and also provide additional support via phone calls, Zoom or other online options. This means you truly have access to a consultant all year to run ideas past, ask questions, troubleshoot and more.

Our goal during the four visits and supplemental support is help your business experience a shift in culture, productivity and profit.

### WHAT YOU CAN ACCOMPLISH

#### Develop Core Values

We can help you customize core values specific to your operation, providing alignment for your staff and processes. These values are critical to your business, helping in areas such as hiring, training and business succession.

#### Implement Task Management

We will teach you how to build and use a customized task management system that provides total transparency and accountability to ensure all staff members are aware of their responsibilities and help your team execute and drive results.

#### Assess Personality Styles

Using DiSC® Assessments, we will work together to assess your team's management, leadership and communication style and then build a custom program to teach them how to communicate better, work together more effectively and solve problems.

#### Establish Best Practices

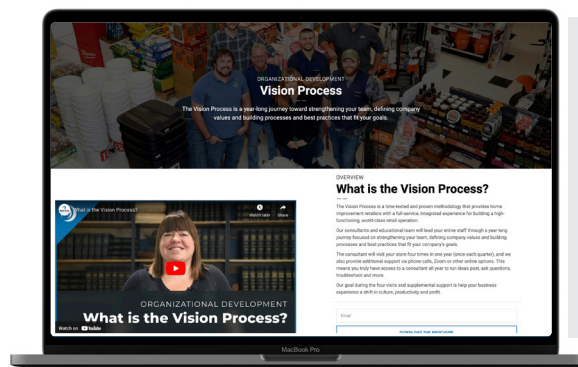
Our team will guide you in building retail best practices and operational procedures that successful independent retailers use to help increase sales and profits.

#### Grow Training & Development

We can help you implement staff development discussions and build training programs to improve employee retention, communication and engagement.

#### Discuss Honest Feedback

We will provide direct, honest feedback on your retail operation, its overall culture and team morale from both our consultant and your customers.



SCAN TO  
LEARN  
MORE

**Course Level:**  
400

**Type:**  
In-person

**Intended Audience:**  
Managers, Senior Leadership

**Cost:**  
Varies

**Contact:**  
Kim, kpeffley@yournhpa.org



## Licensing

If your company already utilizes a learning management system (LMS) for training, you can still take advantage of NHPA's library of more than 43 training courses and over 270 individual modules. Licensing gives you the ability to easily add any of our courses to your LMS, and we'll help you get it set up.



### WHY LICENSE NHPA'S CONTENT?

#### Avoid Recreating the Wheel

Instead of creating educational content from scratch or searching far and wide for information that fits your business needs, NHPA allows you to get your program off the ground quickly and easily with content created by experts with years of knowledge.

#### Provide Industry-Specific Content

Unlike other online courses and content you might consider adding to your LMS, NHPA has 43 courses with 273 modules that are specific to the needs of the hardware, lumberyard, home improvement and paint and decorating retailer. Plus, the association is constantly developing and releasing new content to continue serving its members.

#### Showcase Your Brand Presence

For many retailers, utilizing their own LMS is a great way to strengthen their company's branding and online presence. NHPA will provide the content and your company will get the recognition for being a leader among employees with top-notch content from NHPA, a reliable industry leader.

### PRICING

**\$5,000** per year to license all 43 NHPA training courses

**\$250** per course if you want to pick and choose courses

Review pages **7-10** to view a full listing of courses

**\$99** per store fee

*You must be a Premier member of the NHPA.*



## Custom Training Options

As the industry continues to evolve, retailers are looking for a wide range of solutions to training and ongoing education for their staff. NHPA offers scalable customized training programs based on your unique needs, goals and budget. As the industry leader in retail training, we can help you craft a program that supports your biggest opportunities.



### NHPA's consultant will discuss:

- What are you trying to accomplish with training?
- Where would you prefer to do your training? (online, in-store or at NHPA's headquarters)
- How long would you like the course to be?
- What material do you want to cover?
- How many students do you want to teach?
- Who would you like to instruct the course?
- Are there specific customizations you want to see?
- What does success look like to you?

### Training Topics include:

- Leadership
- Operations
- Communication
- Conflict Resolution
- Merchandising
- Financial Training - *basic*
- Financial Training - *advanced*
- Strategic Planning
- Softskills - problem solving, innovation, etc
- Creating Development Programs
- Culture - Core Values

### Customization Options:

- Curriculum
- Branding
- Virtual, in-person or hybrid training
- Program length and frequency
- Instructors (industry experts or college level)
- And more

For more information, contact **Kim Peffley**, [kpeffley@yournhpa.org](mailto:kpeffley@yournhpa.org)



## Additional Business Resources

These resources are designed to help retailers keep up on trends and news in the home improvement industry.



### Industry Magazines

free

NHPA publishes two monthly magazines that include *Hardware Retailing*—serving the hardware industry—and *Paint & Decorating Retailer*—serving the paint and decorating industry. These publications give readers in-depth information on how-to management, new products and category trends. In addition to the magazines, both brands offer digital newsletters, a website, digital issues and more. [hardwareretailing.com](http://hardwareretailing.com), [pdrmag.com](http://pdrmag.com)

### Newsletters

free

NHPA produces several digital newsletters to help retailers dive into the topics most important to them. Whether you're looking for the latest industry news, how-to management advice and best practices for running a successful business or the newest category trends and new products, NHPA has you covered.

[YourNHPA.org/subscribe](http://YourNHPA.org/subscribe)

### Podcast

free

Listen as NHPA's knowledgeable team interviews wholesale executives, industry experts, retailers and more. These episodes will leave you with insights on the latest trends, ideas for your business and more.

[YourNHPA.org/podcast](http://YourNHPA.org/podcast)

### Webinars

free

NHPA's library of webinars address a variety of topics, including leadership, company culture, operations and retail best practices. Webinar hosts include NHPA staff, retailers and industry analysts, all bringing you up-to-date and relevant insights to improve your operations. Retailers will also find additional free resources online to help retailers better understand some of the key metrics found in the Cost of Doing Business Study.

[YourNHPA.org/webinars](http://YourNHPA.org/webinars)

### Market Measure Report

free

This annual report provides retailers and channel partners an annual overview of the state of the independent home improvement industry. This resource offers opportunities to look back at a year of changes, successes and challenges in the industry and provides insights into how things might change in the year ahead.

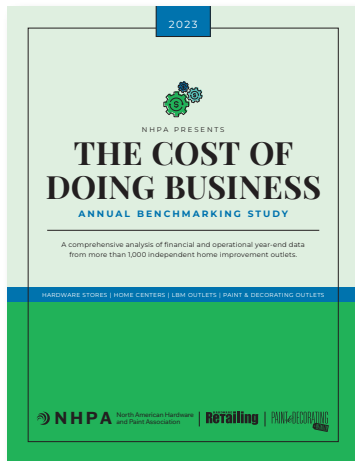
[YourNHPA.org/market-measure](http://YourNHPA.org/market-measure)

### Retail Marketplace

varies

The NHPA Retail Marketplace offers a way for home improvement retailers to post open job positions or to advertise that they are selling their store or are interested in buying other stores. The Marketplace is a cost-effective way to reach nearly 40,000 retailers in the home improvement industry.

[YourNHPA.org/marketplace](http://YourNHPA.org/marketplace)



## Cost of Doing Business Study

*free for participants, \$499 for non-participants*

This annual study provides detailed financial information from hardware stores, home centers, lumber/building material outlets and paint outlets in the U.S. Retailers use this resource to compare their operations to average and high-profit businesses. It can also be used as a tool to determine new ways to increase profits. Participation is free and confidential and includes a copy of the study and several tools.

[YourNHPA.org/CODB](http://YourNHPA.org/CODB)

## Business Services

*cost varies*

NHPA partners with expert organizations in an effort to save you time and money.

- Workers' Compensation & Liability Insurance
- Credit Card Processing & Payment Services
- Health Insurance & Prescription Savings
- Human Resources Management

[YourNHPA.org/business-services](http://YourNHPA.org/business-services)

## Tools and Guides

*free*

Retailers also have access to a growing library of additional tools and guides on a variety of topics. Resources are available for all levels of store employees. Some materials are suitable for quick training sessions with store associates, while others are tools retailers can use to aid their day-to-day operations. Discover resources like a termination checklist, a social media toolkit, a store critique worksheet, selling guides and more.

[YourNHPA.org/tools-guides](http://YourNHPA.org/tools-guides)

## Toolkits

Toolkits are themed around topics relevant to retailers and include a variety of resources, including best practices, templates and marketing materials. NHPA is continually adding new toolkits to the collection.

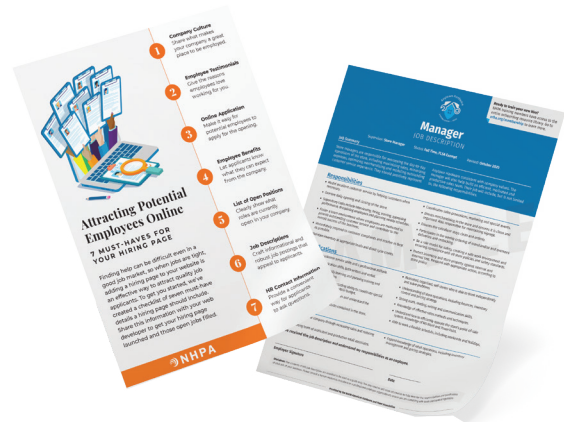


SCAN TO DOWNLOAD

## Employee Retention Toolkit \$99

Much of the time, retailers can prevent employee turnover. This toolkit offers effective strategies and resources for making your business a place people want to work.

[YourNHPA.org/human-resources](http://YourNHPA.org/human-resources)



## Hiring Toolkit *free*

This kit offers helpful tools for retailers struggling to find quality employees. It includes job description templates, marketing tools, tips on where to find quality candidates, ideas for incentive programs and more.

[YourNHPA.org/human-resources](http://YourNHPA.org/human-resources)



# Additional Business Resources

These resources are designed to help retailers develop and maintain their training programs.

### Train the Trainer

*free*

This quick-start guide gives trainers the knowledge they need to start a formal training program or to make their existing programs better. With easy-to-read, step-by-step instructions, the Train the Trainer guide is full of practical tips and instructions for creating an effective training program.

[YourNHPA.org/train-the-trainer](http://YourNHPA.org/train-the-trainer)

### Leaderboard

*Included with Premier membership*

Trainers can post this leaderboard in the breakroom or training area to keep track of employees' progress through NHPA's training. Employees can also chart their progress against others in a friendly bout of competition.

**Available to Premier Members in NHPA's LMS**

### Path to Success

*free*

Working in a home improvement store can be an exciting career full of challenges and opportunities. Whether you are on the salesfloor in direct contact with customers or in the office overseeing operations, there are a variety of skills you need to be successful. NHPA can help you get there. Here are the educational courses NHPA offers and how they can help you advance your retailing career.

[YourNHPA.org/path-to-success](http://YourNHPA.org/path-to-success)

### Onboarding Handbook

**\$9.99**

How well retailers onboard employees will have a big impact on their job performance and how long they stay. Owners and managers who want to develop their own onboarding program can use this handbook to develop an effective program of their own. It includes best practices, checklists and links to additional resources. Available as a downloadable PDF in the NHPA online store.

[YourNHPA.org/shop](http://YourNHPA.org/shop)

### Certified to Help

*Included in Premier membership*

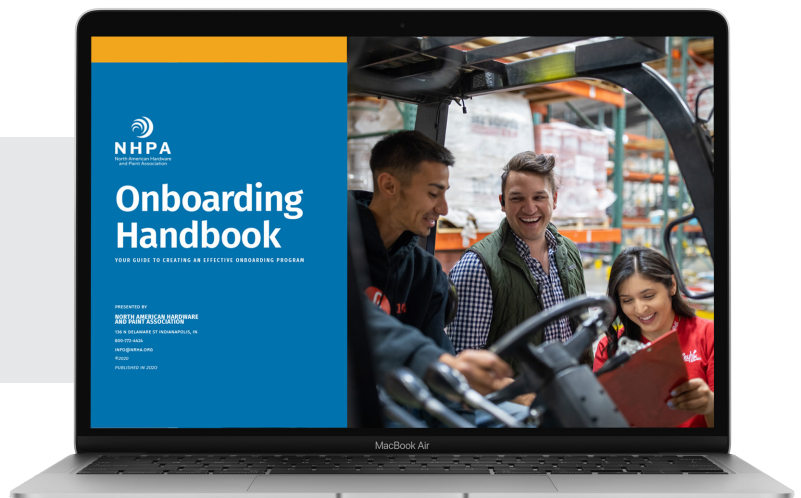
Retailers can let customers know they have employees who are well-trained to provide excellent customer service with the Certified to Help distinction. To receive this distinction, retailers must have their employees successfully complete prescribed product knowledge and sales training from NHPA. Then, retailers will receive marketing materials from NHPA with the message, "Certified to Help." Materials will include window clings and electronic files for signage.

[YourNHPA.org/certified](http://YourNHPA.org/certified)



### VISIT THE WEBSITE

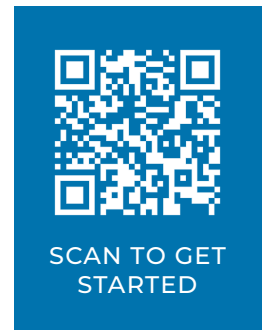
Scan this QR Code to navigate to our website. Here, you'll find all the resources you need to get started.



# Compliance Training

Do you need an easy and affordable way to get your employees trained on specific compliance issues? Through a partnership with JJ Keller & Associates, Inc., a trusted name in compliance training, NHPA offers HR compliance and workplace safety training courses in some of the most common topics affecting home improvement stores. Courses are kept up to date to reflect current compliance standards. They are for individual sale on the NHPA Training Store. Both Basic and Premier members will need to purchase these courses, as they are not included in any membership plan.

[training.YourNHPA.org/store](https://training.YourNHPA.org/store)



## TOPICS INCLUDE

### Technology

These resources can help you navigate implementing and managing technology for your operation no matter where your operation lives on the technology spectrum.

### Human Resources

Free resources in this category will help retailers manage difficult scenarios related to human resources management.

### Marketing

Marketing is a crucial element to running an independent business, and NHPA has put together a handful of resources to help retailers with a variety of marketing initiatives.

### Operations

Resources in this category will help owners evaluate and enhance various aspects of the operational side of their business such as inventory accuracy, strategic planning and store expansions.

### Product Categories

Associates can improve their selling skills with a series of downloadable selling guides on specific product categories such as plumbing, automotive, lawn and garden and outdoor living.

## AVAILABLE COURSES

- Active Shooter/Active Threat: How to Survive\*
- Active Shooter/Active Threat: Organizational Preparedness\*
- Back Safety: Keep Your Back in Action
- Defensive Driving for Light & Medium Duty Vehicles
- Diversity & Discrimination for Employees
- Diversity & Discrimination for Supervisors
- Fire Extinguisher Use\*
- First Aid Basics
- FMLA for Supervisors
- Forklift Training\*
- Forklift Training: Refresher\*
- Hot Work Training
- Lockout/Tagout
- Reasonable Suspicion Testing: What Supervisors Need to Know
- Safe & Smart CDL Class A Driver Training
- Safe & Smart Entry Level Driver Training
- Safe & Smart Non-CDL Defensive Driving for the Inexperienced Driver
- Safe & Smart Non-CDL Defensive Driving for the Experienced Driver
- Sexual Harassment Prevention Training for Employees\*
- Sexual Harassment Prevention Training for Managers\*
- Substance Abuse Training for Employees
- Substance Abuse Training for Supervisors
- Workplace Bullying and Violence Training for Employees
- Workplace Bullying and Violence Training for Supervisors
- Workplace Safety Basics Course\*

*\*Also available in Spanish*

**Type:**  
Online

**Intended Audience:**  
All employees

**Cost:**  
Varies

**Contact:**  
Renee, [rchangnon@yournhpa.org](mailto:rchangnon@yournhpa.org)



## NHPA Award Programs

As part of its mission to support the continued success of the independent retail channel, NHPA hosts three annual awards programs, honoring excellence in the home improvement industry in both the retailer and vendor communities.



### Young Retailer of the Year

This recognition program identifies and promotes the next generation of aspiring independent home improvement and paint retailers and recognizes individual achievement based on wide-ranging criteria.

[YourNHPA.org/yroty](http://YourNHPA.org/yroty)



### Top Guns

This award recognizes individuals in the home improvement industry as representatives of their operations that through the work of engaged, dedicated staff, are making marks in their local communities.

[YourNHPA.org/top-guns](http://YourNHPA.org/top-guns)



### Retailers' Choice

The Retailers' Choice Awards showcase the best, most innovative products featured at the National Hardware Show®. Presented by the NHPA, the award honors manufacturers for their innovation and provides insight for retailers.

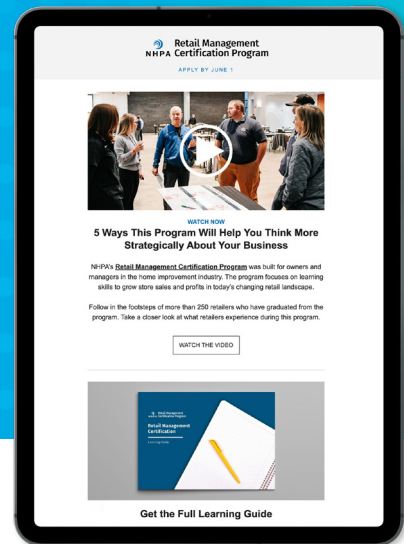
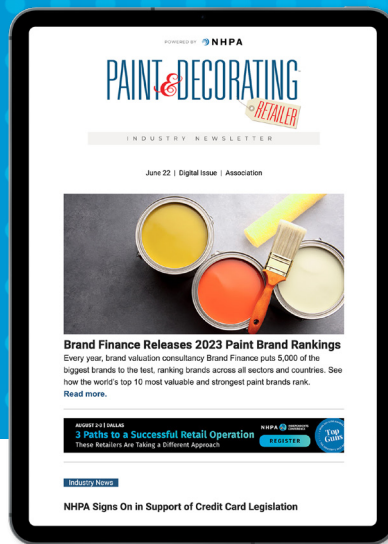
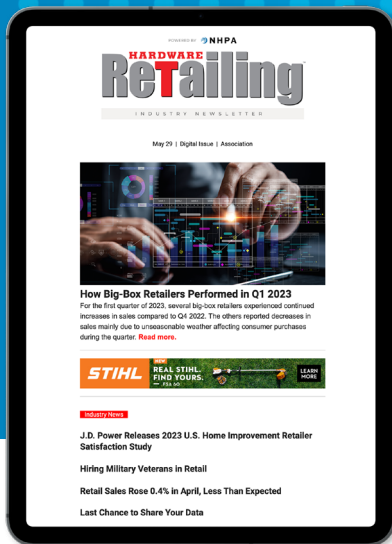
[YourNHPA.org/retailers-choice](http://YourNHPA.org/retailers-choice)



# Stay Connected!

Scan and subscribe to NHPA's newsletters and digital content from the industry's leading trade publications.

[YourNHPA.org/subscribe](https://www.nhpa.org/subscribe)



## Industry Newsletters

Subscribe for

- Key Headlines
- Exclusive Resources
- Retail Insights
- How-to Articles
- Digital Issue Highlights
- Cover Stories
- Category Trends
- Expert Insights
- And More!

## Hot Products Newsletters

Subscribe for

- New Products
- Exclusive Category News and Trends

## Association Updates and Specials

Subscribe for

- Upcoming Events and Awards
- New Training Programs
- Business Service Solutions
- Key Deadlines and Special Pricing

## NHPA Retail Marketplace

Subscribe for

- Industry-Specific Marketplace
- New Business Listings
- Interested Buyer Connections
- Current Job Openings

