Topic 5 – Employee Experience – Discussion

Step 1: Personal Reflection (3 minutes each – 12 minutes total)

Each participant shares briefly:

- A **positive** experience working in (or observing) a retail environment and what made it memorable.
- A **negative** experience and what could have been done differently.

Prompt questions: How did you feel as an employee or customer? What role did leadership or team culture play?

Step 2: Group Discussion (10–15 minutes)

Discuss these key questions as a group:

1. **Why does employee experience matter in retail?**
    - Think about motivation, behaviour, and performance.
2. **What does a positive employee experience look like in practice?**
    - Consider training, recognition, flexibility, and internal communication.
3. **What are the ripple effects of poor employee experience?**
    - On customers, on co-workers, and on the business.
4. **What small, realistic changes could improve employee experience in your own team or company?**

Encourage everyone to speak and link their thoughts to real situations.

Step 3: Quick Share-Back (1 minute)

Each participant shares **one insight or takeaway** from the discussion with the broader group or facilitator.