

# Title: Feast for Merchants

**Total Time:** 3.5 hours

**Delivery:** In-person (virtual for remote TMs)

**Participants per session:** 24-30

**Materials:** Slide deck with presenter notes and participant handouts.

<b>Topic: Introduction</b>
<b>Facilitator (s): Merch L&amp;D</b>
<b>Time: 10 MIN</b>
<b>Learning Goal: N/A</b>
<p>Slides</p> <p><b>Welcome &amp; Introductions</b></p> <ul style="list-style-type: none"><li>• Introductions ice-breaker: Share your name, category and “What celebrity would you share a feast with?”</li><li>• Assortment Capabilities Team Intro: Introduce the team, team goals and vision.</li><li>• Introduce the Assortment Capabilities, Assortment Ops, and Assortment Analytics team members</li></ul> <p><b>What you will learn (by the end of this session you will be able to):</b></p> <ul style="list-style-type: none"><li>• Plan a category assortment using the Feast tool.</li><li>• Locate Feast resources and knowledge base.</li><li>• Identify how support is available for Feast users.</li></ul>
<b>Topic: Housekeeping</b>
<b>Facilitator (s): Merch L&amp;D</b>
<b>Time: 10 MIN</b>
<b>Learning Goal: N/A</b>
<p>Slides + Whiteboard</p> <p><b>Community Agreement:</b> Learners, facilitators, and instructors collaborate to create a community agreement to ensure the training session is successful. Facilitator will write statements suggested by the learners and instructors on the whiteboard or easel pad, add any missing items, then ask all participants to raise their hands as an agreement to follow all listed suggestions. Examples of listed suggestions are:</p> <p>We agree to:</p> <ul style="list-style-type: none"><li>- Not check emails during the session</li><li>- Stay engaged</li><li>- Ask questions and participate</li><li>- Turn off cell phones</li><li>- Etc.</li></ul>

**Agenda:**

- Introduction
- Housekeeping
- Round Review Recap
- Feast Walkthrough
- Hands-on Feast! (Case study and practice scenarios)
- Summary
- Closing

**Other Housekeeping items:**

- Breaks
- Water + snacks
- Bathroom and breakroom locations

**Topic: Recap “Process & Feast Fundamentals for Merchants”****Facilitator (s): Assortment Capabilities (Walter & Melody)\*****Time: 15 MIN****Learning Goal: Recall the main concepts covered in Process & Feast Fundamentals for Merchants VILT**

Slides + Polling Tool

**Recap:**

Quick recap of Process and Feast Fundamentals (content TBD linked here: [Task List Content Loop](#))

- Outline of the new category round review process
- Analytics foundational knowledge
- Assortment planning portion of the round review process

**Activity:****Live polling quiz questions (Kahoot, or alternative polling tool)**

A set of 10 quiz questions focusing on content covered in the Process and Feast Fund. Training. The quiz questions are shown on a screen and participants answer from their phones. Correct answers accumulate scores and the top 3 scorers are the winners. [Prizes for winners?]

\*Note: Would it make sense to have the Assortment Operations team run this session?

**BREAK: 5 MIN****Topic: Feast Walkthrough****Facilitator (s): Walter Ballenger****Time: 45 MIN****Learning Goal: Recognize and locate key Feast functionality for planning an assortment.**

Slides + Screenshare

**Presentation:** Instructor shares screen with learners and walks through the main functions and steps for creating an assortment in Feast. Aligns with the round review process.

**Topics:**

- Access and logging in to Feast [work with learners to ensure everyone has access]
- Homepage: Upcoming Plans, Search Category, Overview of each category
- Category: CIT + items
- Step 1: Plan set up
- Step 2: Build and Review
- Step 3: Submit

**Content:**

- [Feast Tool Walk through.loop](#)
- [Feast Case Studies-20241115\\_093714-Meeting Recording.mp4](#)

**Live class participation:**

Instructor engages with the learners by pausing at specific points during the walkthrough to ask “What would you do next? Where do you think I should click”? [Detailed script provided in Beta version]

**BREAK:10 MIN****Topic: Case Study: Frozen Desserts****Facilitator: Walter Ballenger****Time: 50 MIN****Learning Goal: Create a full frozen desserts assortment plan following a prescribed list of tasks in Feast.**

Slides + Handout

**Activity in pairs**

Facilitator assigns pairs and provides instructions on how to complete the case study. Participants receive a handout with instructions and a set of tasks they must follow to plan and submit the frozen desserts assortment.

**Case Study: 30 MIN**

Category: Frozen Desserts

Link to assortment: [Case Study ILT 20241108 DSTR RD\\_04\\_2025 Grocery.xlsx](#)

Share link to Inkling resource guide

In pairs, learners will plan the assortment for Frozen Desserts ~~RD-04-2025~~. Following the listed information about new items, discontinued items, and local items (spreadsheet linked above), learners will follow the outlined steps to create the final Frozen Desserts assortments for round 04, 2025.

Check each item on the checklist once completed: (completed in order)

- Review and approve CIT nodes
- Make manual overrides
- Review regions (formerly known as clusters)
- DISCO using 3 different paths within Feast
- Step 1: Plan set up

- Step 2: Build and Review (create at least 3 different scenarios; assign “primary scenario”)
- Step 3: Submit

#### **Debrief: 20 MIN**

Facilitator shares the exemplary assortment. Participants compare their assortment with the exemplary assortment. Facilitator calls volunteers to share differences and similarities they noticed with the class. Reflect on how the steps to get there resulted in the assortment they ended up with. [Detailed script provided in Beta version]

Pending: Final confirmation on how the sandbox environment will look like.

#### **BREAK: 5 MIN**

**Topic: Activity: Own Category**

**Facilitator (s): Walter Ballenger**

**Time: 35 MIN**

**Learning Goal: Create a full assortment plan while troubleshooting challenges and exceptions present in own category.**

Slide + Handout

#### **Individual Activity: 20 MIN**

Facilitator instructs participants to look for their own category in Feast. Ask participants to create two assortment scenarios in Feast. (only the scenarios, not the full process)

Note: If their own category is not available in Feast yet, instruct them to find a similar category (e.g. a WB merchant finds another WB category to work on)

#### **Debrief: 15 MIN**

Facilitator leads a discussion focusing on challenges and other questions learners encountered when working on their assortment. [Detailed script provided in Beta version]

- Describe the process you went through to create your scenario.
- Are you satisfied with how the scenarios turned out? Why?
- What did you like about the tool and how will you leverage it?

**Parking lot:** Since we anticipate many category-specific questions in this section, we will create a parking lot to capture questions to be answered offline via a recap.

**Important note:** Facilitator will work with L&D to practice how to answer difficult questions and how to move questions to parking lot to ensure training is completed within allocated time.

<b>Topic: Summary</b>
<b>Facilitator (s): Assortment Capabilities + Merch L&amp;D</b>
<b>Time: 15 MIN</b>
<b>Learning Goals: Recap learning of the new assortment planning process up until now and how future support looks like; Articulate the value, advantage, and function of the Feast Tool</b>
<p>Slide + Activity</p> <p><b>Slide visual: 3 MIN</b>  Timeline illustrating each step learners are taking through the “New Assortment Planning Journey” – emphasize how future support will look like.</p> <p>Process &amp; Feast Fundamentals for Merchants &gt; Feast for Merchants &gt; Consult Resource Guide &gt; Office Hours &gt; Leadership Support</p> <p><b>Class activity: 12 MIN</b>  Participants will create a 10-second elevator pitch to tell a friend about the Feast Tool by describing its function, value, and advantage. (5 MIN)  Ask 2 participants to share. (7 MIN)</p>
<b>Topic: Closing</b>
<b>Facilitator (s): Merch L&amp; D</b>
<b>Time 10 MIN</b>
<b>Learning Goal: Tie what was learned with WFM Success Skills</b>
<p>Slides + Activity</p> <p><b>Success Skills Activity: 5 MIN</b>  Facilitators write a list of selected success skills on the white board. Ask participants to pick a success skill they think has shown up in this learning journey and write on a sticky note why they think so. Once they are done, ask them to place the sticky note on the corresponding success skill listed on the white board.  VIRTUAL: Slide with success skills graphic on the screen. Learners are asked to use annotation sticky notes (Teams or Zoom) on the screen.</p> <p><b>Debrief: 3 MIN</b>  Facilitator reads some of the sticky notes out loud. Emphasizes the importance of linking success skills to their learning journey.</p> <p><b>End with appreciations: 2 MIN</b></p>