



Overview

This standard is about working with your colleagues to encourage and support one another's innovative thinking. Competition between retail businesses is fierce and unrelenting, and so a constant supply of innovative ideas is needed in order for a retail business to survive and thrive. Within a multi-channel business, innovative thinking is needed which drives sales not just within individual channels, but across the channels too.

**Performance
criteria**

- You must be able to:
- P1 keep up-to-date with developments in your organisation and encourage **colleagues** to do the same
 - P2 identify the benefits afforded by the web-based retail selling facilities within your organisation to both your customers and to your way of working effectively
 - P3 seek out and act on opportunities to work with **colleagues** to generate and develop new ideas
 - P4 constructively challenge existing ways of working
 - P5 consult **colleagues** about the likely effects on their work of changes you are considering making within your own sphere of influence
 - P6 offer constructive advice from your own field of expertise to **colleagues** who are developing new ideas
 - P7 offer practical support to **colleagues** who are implementing new ideas, where your own workload allows
 - P8 acknowledge **colleagues'** contributions to innovations within your organisation openly and fairly
 - P9 keep relevant **colleagues** informed about any new ideas you try out
 - P10 make a clearly-argued case to decision-makers where you need to request resources for innovation

Knowledge and understanding

You need to know and understand:

- K1 the impact and benefits of multi-channel retailing within your organisation
- K2 the benefits to your organisation of encouraging innovation
- K3 the kinds of opportunities for innovation that are likely to exist within your organisation, and upon which you could act
- K4 how to keep up-to-date with new developments in your organisation and why it is important for you and your **colleagues** to do so
- K5 the role of open and constructive communication in encouraging innovation
- K6 the types of difficulties that may arise when exploring new ideas, and ways you can work with **colleagues** to overcome these difficulties
- K7 how you can help to ensure that **colleagues** receive the credit they deserve for their contributions to innovation within your organisation
- K8 the types of advice and support you are in a position to offer **colleagues**
- K9 who needs to be kept informed of any new ideas you try out
- K10 who has the authority to make resources available for innovation
- K11 how to develop a persuasive case for resources to support innovation

Additional Information

Glossary

Colleagues – those who work in any of the following:

- 1 your team
- 2 the same channel of your organisation's business
- 3 other channels of your organisation's business

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Work with colleagues to encourage innovation in a multi-channel retail business



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