

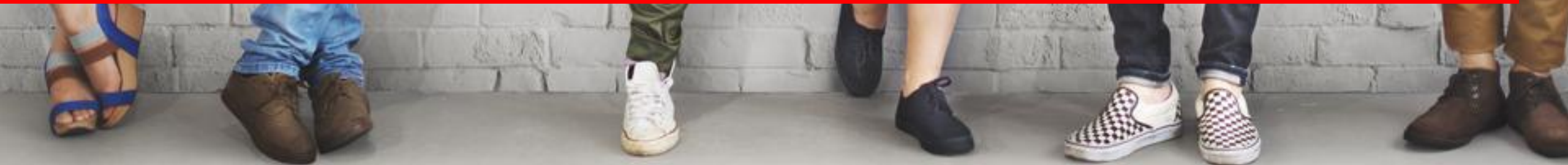


Enterprise Onboarding 2020 and Beyond



Overview:

This immersive program is designed to effectively onboard newly hired Professional Level Associates and Managers to the Guitar Center Family. The overall experience will provide insight into the company's rich history, family of brands, and culture through leadership presentations and professional development opportunities. It ensures participants understand the company initiatives and strategic vision, and are educated on core practices expected of all team members across the Guitar Center Family of Brands.





Proposed Updates

- New Dates for June cohort
- Participants
- Edits/Additions to program

New Date for June 2020 Cohort

Proposed Date

- August 18th – 20th

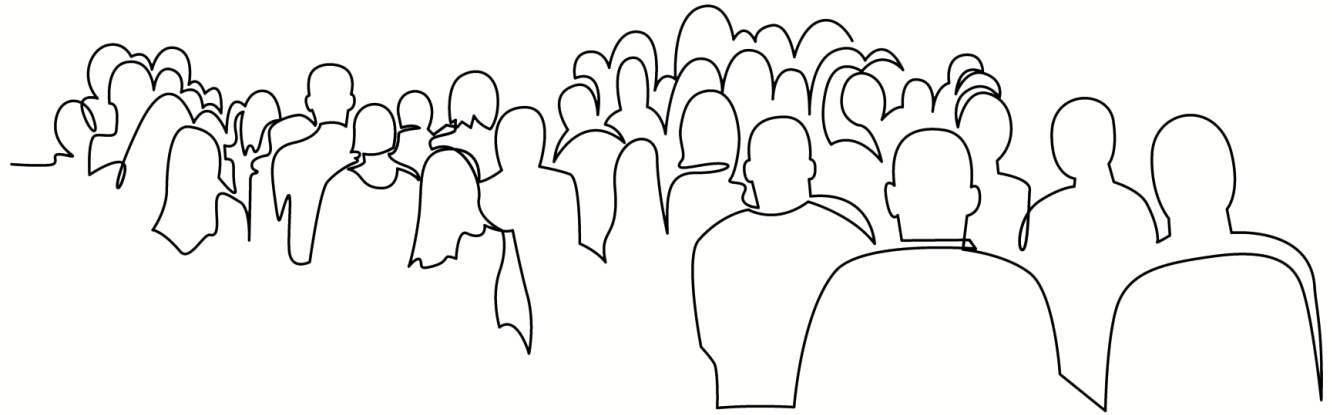


Participants

New Lakeview Training Room est. capacity is 50 to 60 participants

**Current list for June Cohort is
115 participants**

- **56 new hires/59 Promotions**
- **List is based on new-hires & promotions 12.10.19 – 3.23.20**



Onboarding is for New Hires



- Onboarding is for newly hired professional level associates and up 2-6 months into role
- Topics and presentations are already designed to be introductions to GC
- Removes newly promoted Managers to focus program on content that is beneficial for career growth
- Promoted Managers will have separate opportunity for leadership training



Program is updated for audience



- Onboarding is 3 day experience: Tuesday, Wednesday, Thursday
- Travel days are Monday, Friday
- Agenda focuses on Leadership presentations and professional development opportunities
- Majority of existing Leadership Training is removed from program for future Manager development program for newly promoted managers

Presentations

- Leadership presentations are 30 min with dedicated 15 minutes for Q&A
- Professional development opportunities with activities vary in length
- Workshops, roundtables and panels are 30 - 60 min



Leadership Panels

- Panel discussions with GC Leadership hosted by OD Team
- Panels feature 4 members of GC Leadership - VP, SVP level
- Questions are prepared prior – can include questions submitted by participants
- Participants can ask questions



Roundtable and Workshop Events



Roundtable events

- Groups are designated by similar role/department/organization
- Topics/issues are pre-determined - groups come up with a strategy/solution together
- Connects people from different locations in similar roles
- Teaches problem solving as a group

Workshop events

- Opportunity to learn about other parts of the business not presented during program
- VP/SVP/ Director lead discussions with each group about their role and strategy



Networking Opportunities

- Optional daily hangout groups before and after class e.g. breakfast and lunch groups
- Optional virtual hangouts and Q&A after class with team and leadership
- Alternative options for those not interested in optional tours e.g. Laser tag, bowling, escape rooms, coffee etc.



Time	Day 1 – The Guitar Center Family of Brands	Time	Day 2 – The Retail Experience for our Family of Brands	Time	Day 3 – How We Support Guitar Center's Strategy
30 min	CEO Welcome to the Guitar Center family	45 min	The Guitar Center Store experience		Optional Support Center Tour & Networking Event (Non tour attendees)
30 min	Our history, family of brands and values	45 min	The MAA store experience	45 min	Legal and Business affairs for the Guitar Center family
45 min	Human Resources for the Guitar Center family	45 min	The Guitar Center ecommerce experience	45 min	The Data Office for Guitar Centers family of brands
60 min	Visualizing Success in your Role at Guitar Center	30 min	Private Brands for the Guitar Center family	30 min	Building your business acumen – OD hosted
60 min	Lunch and Networking Activity	60 min	Lunch and Networking Activity	60 min	Lunch and Networking Activity
30 min	Roundtable Event	30 min	Roundtable event	30 min	Roundtable event
45 min	Building a strong personal brand	45 min	Merchandising for the Guitar Center family	60 min	Thinking Critically in your Role
45 min	The CFO organization for the Guitar Center family	30 min	Global Supply Chain for the Guitar Center Family	45 min	IT infrastructure for the Guitar Center family
45 min	Marketing for the Guitar Center family of brands	60 min	Leadership Panel	30 min	Workshop event
60 min	Leadership Panel		Optional Hollywood Store Tour & Networking Event (Non tour attendees)	30 min	Workshop event
	Networking Event			60 min	Leadership Panel
7.5 hrs		6.5 hrs		7.25 hrs	

What about Newly Promoted Managers?

New Leadership Enrichment Program

- 2 day program for newly promoted Managers only
 - Your New Leadership Role at Guitar Center
 - Leading Teams for the Guitar Center Family
- Access to Enterprise Onboarding content
- Leadership presentations from CEO, CHRO, CFO
- Daily panels from VP, SVP & MC level leaders
- Workshop and roundtable events
- Networking opportunities





Questions?