

John Lewis Presentation Speaker Notes

Slide 1

Today I will be discussing John Lewis's staffing issues due to the loss of £517 million. Upon applying the decision-making matrix, the highest scoring outcome was of redeployment of staff.

Slide 2

Decisions Implemented

Resources: The John Lewis partnership have made the decision to combat staffing crisis by redeployment. This initiative is so there is a small impact on redundancies (Jahshan, 2021). The Explorer phase led me to question "how can it be better" and the answer is by reducing the layers of senior roles as this will allow more investment towards stores and apply staff where they are needed. (The BBC, 2021).

Data Sources: Pre pandemic John Lewis estimated that in £6 for every £10 sales were due to in store purchases. But currently that has been reduced to £3 in every £10 sales. John Lewis have had to suspend staff bonuses for the first time in 67 years due to the pandemic resulting its first annual loss (The Guardian, 2020 and The Sunday Times, 2021). The data sources that can be used are:

- Annual Sales report
- Traffic on website
- Orders on database (most popular items)

Slide 3

Key indicators are:

- Web enquires
- Online orders
- Monitoring footfall
- Time/budget

Polling John Lewis consumers suggested that there were still desires to shop in store at convenient locations post covid (The Guardian, 2021).

Targets:

From my SWOT analysis one of John Lewis's main weaknesses were the lack of customers shopping online with them, so I recommend from my PESTLE analysis more research and development into the mobile app alongside the help from JLab technology to create a means to sell more efficiently online (The Guardian, 2014 and Internet Retailing, 2017). The Partnership will be spending £1 billion over the next five years to speed up with online sales (The BBC, 2021).

Another weakness from the SWOT analysis is store closures. So, I recommend avoiding this by negotiating terms with landlords and take advantage of plummeting rents on the high street (The BBC, 2021).

Slide 4

Reviewing The Decision

To reflect changes brought on by how people shop with John Lewis, the partnership will base decisions by acquiring data. The monitoring and reviewing will be done by data analytics and loyalty plans to research customer habits (John Lewis Partnership, 2021). Data analytics will be used to:

- Identify problems – by routine monitoring and reporting
- Highlight opportunities – to help future growth
- Set goals – set objectives with KPI's
- Set SMART targets – specifically targeting online growth with a timebound review year upon year.

Slide 5

Communicating the Decision

Internal Stakeholders are:

- Shareholders
- Staff
- Suppliers

John Lewis communicates with partners through:

- Online meetings monthly
- Weekly emails
- Staff meetings
- Online and printed publications
- Presentations
- Annual surveys

To demonstrate a democratic business, all decisions are shared with partners. Network of elected committees and forums allows partners have a real say in decision making (The John Lewis Partnership, 2021).

Does the plan articulate a clear vision?

Yes. Redeploying of staff will result in less redundancies and by doing so staff will be used where needed.

Are there goals and unambiguous, measurable objectives?

Yes. The goals will be reviewed annually and if needed goals can be amended.

External Stakeholders are:

- Customers
- Suppliers
- Local authority/ community

Communications with customers will be via social media and Tv campaigns. Suppliers will be contacted via email, conferences and meetings face to face and online.

Is the plan equitable, with no particular groups being disadvantaged?

Yes, the plan is equitable as all communication with suppliers will be dealt with fairly and equally to insure fair distribution of resources.

Is the plan fit for the purpose of your organisation?

Yes, as the plan is heading for the right direction based on customer shopping habits.

The partnership has unveiled a five-year self-funding plan that highlights key area that needs focus alongside feedback from around 8,000 customers, 100

suppliers and local community who have submitted over 450 ideas (John Lewis Partnership, 2021).

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