



MARIA ALEXANDRA CIOTOI
STUDENT ID:2425301
MODULE NAME: **Developing and
Managing Individuals and Teams**
Lecturer Name: Doreen Amundam



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About Boots



- Boots is a UK pharmacy and beauty retailer.



- Founded in 1849.



- Over 2,000 stores in the UK.



- Part of Walgreens Boots Alliance.



- Focus on health, beauty and customer care.



Why Recruitment Is Important

Right person
= better
performance

- Good service for customers

- Less staff turnover

- Stronger team



Chosen Job Role

- Sales Assistant at Boots
- Main duties:
 - Help customers
 - Answer questions
 - Work at the till
 - Keep store clean and organised

Job Analysis



UNDERSTANDING
THE JOB TASKS



• KNOWING
REQUIRED SKILLS



• IDENTIFYING
RESPONSIBILITIES

Job Description

Job Title: Sales Assistant

Reports to: Store Manager

Responsibilities:

- Customer service
- Product advice
- Cash handling
- Stock organisation

Person Specification



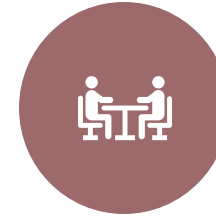
ESSENTIAL
SKILLS:



• GOOD
COMMUNICATION



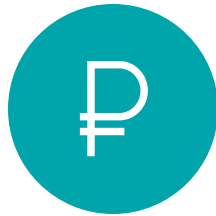
• FRIENDLY
ATTITUDE



• TEAMWORK



• BASIC MATHS
SKILLS



DESIRABLE:

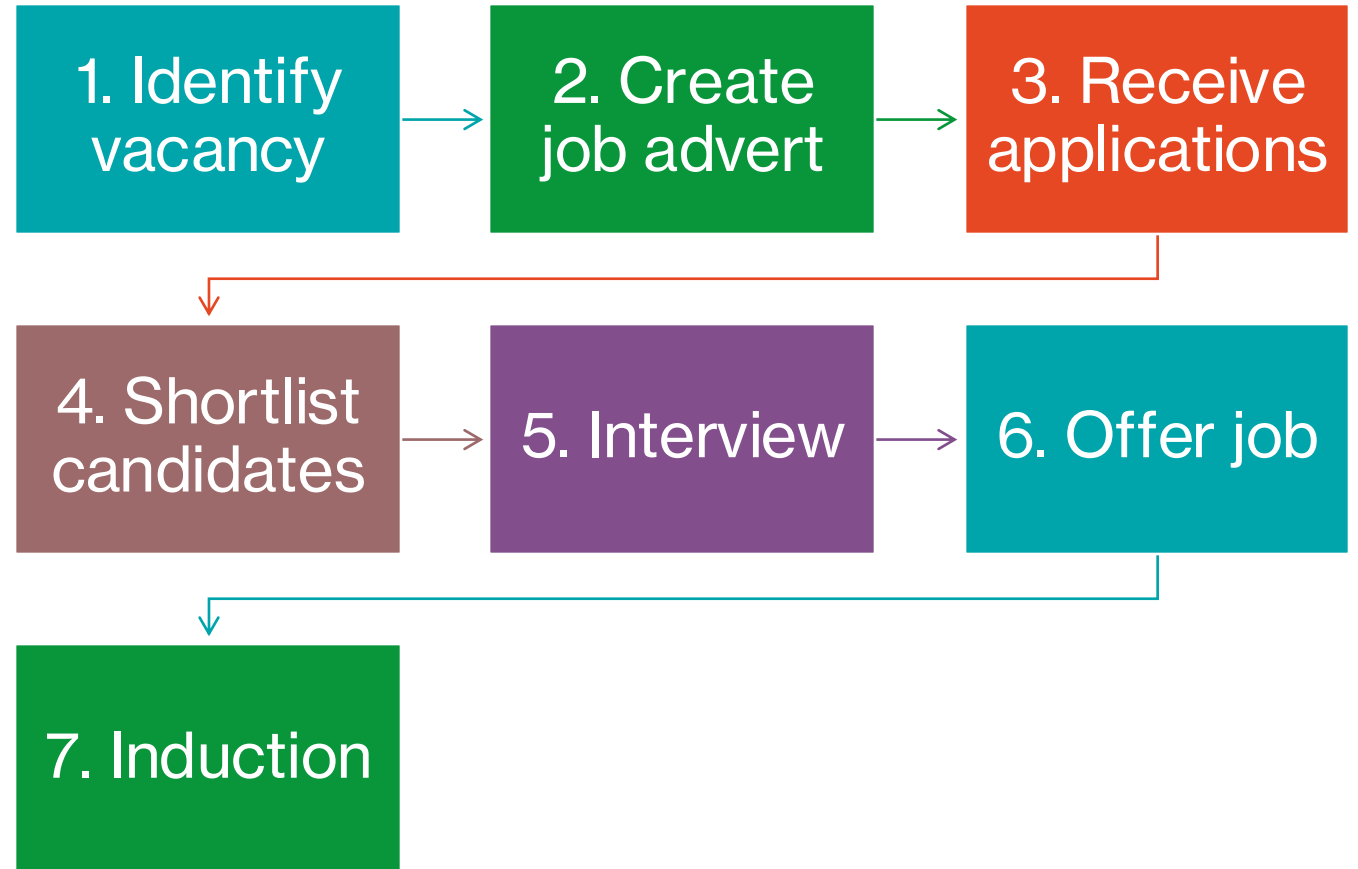


• RETAIL
EXPERIENCE



• PRODUCT
KNOWLEDGE

Recruitment Process at Boots



Training Needs



New Sales
Assistant needs:



- Product knowledge



- Customer service training



- Health and safety training



- Till system training



Learning Theories

- 1. Behaviourist Theory (Skinner)
 - Learning through reward and practice.
- 2. Cognitivist Theory (Piaget)
 - Learning through thinking and understanding.
- 3. Humanist Theory (Rogers)
 - Learning through personal growth and experience.



Applying Theories at Boots

- Behaviourist:
 - Practice with role-play
 - Praise for good service
- Cognitivist:
 - Product knowledge quizzes
- Humanist:
 - Self-learning and reflection

Development Plan



WEEKLY PRODUCT
TRAINING



MONTHLY
FEEDBACK
MEETING



MENTORING FROM
SENIOR STAFF

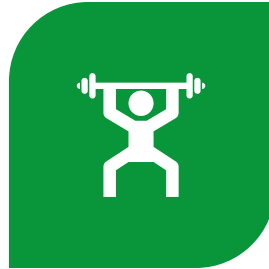


PERFORMANCE
REVIEW EVERY 3
MONTHS

Conclusion



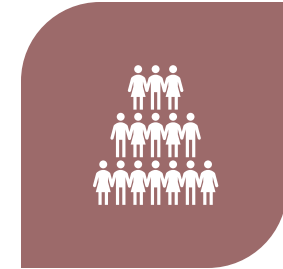
RECRUITMENT IS
VERY IMPORTANT AT
BOOTS.



• RIGHT TRAINING
IMPROVES
PERFORMANCE.



• LEARNING
THEORIES SUPPORT
DEVELOPMENT.



• GOOD STAFF =
SUCCESSFUL
COMPANY.

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