

## MACY\*S Your Start To Stardom

**F**rom its beginnings in a single storefront in the 1800's MACY\*S has become one of the best known names in the country, a consistent retail innovator, and an American icon. With over 200 stores nationally, and a significant international presence, MACY\*S is a veritable institution.



### The Challenge

As a company focused on attracting and retaining highly-motivated personnel MACY\*S West sought to reduce the level of employee turnover, while increasing productivity, among members of its critical START Teams.

These teams do the essential "behind the scenes" work to ensure that all merchandise is on the floor, merchandised, priced, and signed properly for MACY\*S customers. A unique approach was required to reach a diverse range of employees differing in job roles, education, skill sets, and native languages.

### The Results

**Your Start To Stardom** is consistently praised by MACY\*S management and trainers as well as by tenured START Team Associates and new hires as an effective tool for invigorating productivity and supporting new employees as they "hit the ground running." Video components from the program are also used in recruitment of job candidates and in motivation presentations at company meetings.

### The Solution

Design Media designed and developed the **Your Start To Stardom** computer-based training program to integrate with existing MACY\*S West print-based materials and on-the-job-training activities.

Utilizing audio, video, and self-paced interactive multimedia, **Your Start To Stardom** emphasizes the importance and contributions of each START Associate to the success of the MACY\*S organization and helps to unify all of the START training components into a single, integrated system.