

Deployment Company Overview

Company:	Mike's Bikes.
Company Executive:	Richard Morrow, Director of Training & Development
Website:	http://mikesbikes.com
Date Founded:	1964
Size:	12 stores, 250+ staff
Location:	Novato, Marin, SF Bay Area
Products:	Bikes, Accessories & Apparel
Selected Brands:	Specialized, Raleigh, Santa Cruz, Orbea, Giro and Nuun.

Mike's Bikes is a U.S. bike retailer headquartered in Novato, Marin County, drawing customers from all over Northern California and creating thousands of new bike enthusiasts every year.

Reinventing organizational learning & development.

In early 2015, Richard Morrow, Director of Training and Development at Mike's Bikes, sought to take the learning programs he'd developed as a former bike store manager, and implement them company wide. Mike's Bikes was growing rapidly and store managers now had insufficient time to develop their teams. Morrow knew that by creating standards for retail operations, product knowledge, sales and customer service via a series of "how-tos" for each job level, he could simplify the manager's job, improve staff productivity, rapidly onboard new hires, and boost sales across the company's stores. Mike's Bikes owns and operates 12 bike stores across the San Francisco Bay area and has as its mission - to get as many people on bikes as possible. Customers see each store as their local community bike shop, though operations are supported from headquarters in Novato, Marin county. This makes Mike's Bikes unique and the "biggest little guy" in the bike market.

Learning the Millennial way with interactive video and gamification.

Mike's Bikes was using legacy learning management software which was HR and compliance focused making it complex and expensive to operate. When Morrow saw a demonstration of Myagi, he knew it would resonate with Millennial staff as it was easy to access and visually intuitive, with short form video learning content supplemented with gamification. Myagi is an online learning and development network for retailers and their brand partners, where sales associates build core knowledge and skills to increase sales and provide superior customer service. Myagi is accessible on any device at any time, and it's easy and fun to use for both learners and administrators, for whom it provides complete visibility over learning programs.

Motivating staff to go the extra mile and access the right information.

Mike's Bikes scrapped its LMS and began afresh with Myagi. In just a few weeks, most staff went well beyond the minimum mandatory learning requirements for a given role, because they enjoyed the overall learning experience and knew it helped them in their jobs. "When Myagi introduced a cross company leaderboard system for learning achievement, engagement tripled and some staff even began requesting new modules so they could increase their rank," declared Morrow. With exposure to more information, products and processes, Mike's Bikes staff now develop quickly into well-rounded sales advisors. As Morrow observed, "with so many products and

updates, it's just impossible to know everything. The best people in the company are the ones who know where to find the information they need, and Myagi has become the go-to resource for these people."

Driving store sales growth, development and retention of top staff.

Mike's Bikes has seen an increase in sales with Myagi. For example, the company has a "Spotlight" program in which a Myagi learning module is created for a specific product and after each one, there's a noticeable jump in sales, as well as in the related product category overall. "Myagi shortens the amount of time it takes for us to take a new staff member and turn them into one of our best employees, and that's the biggest benefit for the business," said Morrow. This process has been cut from 18 months to under a year. Moreover, well developed staff tend to stay on as they see other opportunities for progress and this reduces painful staff turnover costs.

Inspiring brand champions on the retail floor.

When Mike's Bikes first received learning content from Nuun, a brand supplier of hydration and nutrition supplements for athletes, its staff were so excited. It showed them that Nuun cared about their development and were willing to produce content and invest money in making their jobs more fulfilling. "Brands come into our stores all the time just to visit and they see employees working on Myagi and they hear them talk about Myagi and arguing about who is doing better. They know that it's working," said Morrow. Mike's Bikes is now working with its brand partners on guidelines to deliver less traditional marketing content and more learning content that provides its staff with a better understanding of why a product is different, how it fits into the retailer's business, and how to sell it to customers. "That's the type of content that works best on Myagi and drives better sales and customer service," declared Morrow.

Continuing to develop learning content for success.

New learning content continues in development at Mike's Bikes. Inspiration comes from the ground up as sales advisors request more training to cover different scenarios. The company is about to roll out a new staff interview video program called "Mike's Pro Tips" based on their best staff's learnings. The series will benefit all store teams and take sales and customer service to a whole new level. The content production process is something Morrow enjoys and Myagi has become an outlet to combine his passion for the bike industry with his creative side. "Bike businesses have been run the same way for over a 100 years and it's just recently that a lot of brands and bike retailers, including ourselves, have realized that unless we act now, we'll fall behind the times", said Morrow. Since half of all the bike shops in the country went out of business in the last five years, Mike's Bikes is ready to embrace change and lead with the best local bike store experience offered through its knowledgeable sales advisors.

