Alterations Management ALTERATINOS DASHBOARD VIDEO VOICE-OVER SCRIPTS

Note: Each video will be an animation sequence pointing out on the dashboard what narrator discussing in the voice-over.

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INTRODUCTION TO THE ALTERATIONS DASHBOARD

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
introduce the dashboardshow where to find itshow its three parts	• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANI	MATION SEQUENCE			
1.	Title Card	>		"The Alterations Dashboard: Introduction"
2.	Narrator	"I want to introduce you to our Alterations Dashboard, and teach you how to use it to run your efficient and profitable alterations business."		
3.	Title Card	>		"Where to Find the Dashboard"
4.	Narrator	"Whether you're using your iPad, a store register, or a computer, the alterations dashboard lives on the intranet with the rest of our reports."		
5.	Narrator	"So here on the intranet, click or tap reports here, and the reports page will show up."		
6.	Narrator	"In the Make Plan section of the reporting page, click more to show all of the reports under Make Plan."		
7.	Narrator	"Here in the Results column on the left, click or tap on Alterations Dashboard to open it."		
8.	Narrator	"When the dashboard opens, scroll down to your store. Or, if you know the page number your store is usually on, you can just quickly go to that page." "And that's it!"		scroll to store 186
9.	Title Card	>		"Parts of the Dashboard"
10.	Narrator	"This is the Alterations Dashboard. It pulls together a number of important metrics to help you run your alterations business.		highlight each section respectively





#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
11.	Narrator	 "The dashboard is updated every weekday with current financial and performance information, actual vs. earned payroll hours, and an appointment calendar with actual and scheduled payroll hours." 	pause between each item in the list	
12.	Narrator	"In the coming sections, we will dive into each of these parts and learn how to analyze performance and drive results."		
13.	Narrator			

EVALUATING YOUR PERFORMANCE

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
did we make plan?are we on track to make plan	• narrator	

#	ROLE	SCRIPT BLOCKING TEXT,		TEXT / VISUAL		
ANI	ANIMATION SEQUENCE					
1.	Title Card			"The Alterations Dashboard: Evaluating Your Performance"		
2.	Narrator	"Your alterations dashboard shows you how well your alterations business has been doing historically. Knowing where you are—and where you've been—is the key to impacting your future results. Let's take a look at how the dashboard can help you evaluate your performance."				
3.	Narrator	"Let's pretend this is your alterations room at Store 333. "The first part of the dashboard shows your alteration room's financial and performance information, here at the top."		"Financial and Performance Information" highlight top section		
4.	Narrator	"A goal line is included in this table, which will allow you to focus on the key metrics that will help you to know what you can change or do more of to help you make plan in the future."		highlight first line		
5.	Narrator	 "The financial and performance results are shown in rows for last week, month-to-date, quarter-to-date, and year-to-date." 	pause between each item	highlight lines 2 thru 5 respectively		

\oplus	volunteer/extra
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volunteer/extra (non-speaking)



#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
6.	Narrator	"Each column in this section represents a metric that tells you how your business has been doing." emphasis on 'column' vs 'row' "What the Metrics Now'		"What the Metrics Mean"
7.	Narrator	"The first question your dashboard can answer is: Did we make plan?		"Did We Make Plan?"
		"These first three columns show you how your actual revenue compares to your revenue plan, and shows a percentage.		Highlight entire column(s) as mentioned
		"If your Alts Sales are higher than your Alts Plan , then your Alts Plan Percent will be a positive value. Congratulations! That means you've made plan!"		
8.	Narrator	"The Alts Last Year Percent column shows you how well you're doing compared to last year. If this value is positive, it means you're doing better than this same time last year!"		Highlight Alts LY column
9.	Narrator	"Let's take a look at the example for your alterations room. Did you make plan last week?	pause after question	highlight cells in week row one by one as mentioned
		"Your revenue for last week was 44% above your plan!"		
		"And, you did almost 50% better than this same week last year."		
10.	Narrator	"The next thing your dashboard can answer for you is: "Are we <i>on track</i> to make plan?"	emphasis on 'on track'	"Are we on track to make plan?"
11.	Narrator	"Let's talk about these three rows: Month-to-Date, Quarter-to-Date, and Year-to-Date. These show whether or not you're on track to meet the goals in the current month, quarter, and even for the year.		highlight first three cells of each row as mentioned
		"Remember, as long as the Alts Plan Percent values are in the positive, you'll know that you're on track to make plan for these time frames.		
12.	Narrator	"If any of these numbers are negative, don't worry, there's still time!		
		"As long as there are still days left in the month, you can improve your month-to-date performance. The same goes for the quarter and the year."		



4

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
13.	Narrator	"The fifth column, Alts Merchandise Sales Percent , can answer the question, "How are we contributing to merchandise sales?"		"How are we contributing to merchandise sales?"
		"This column shows how much sales floor merchandise is sold by your alterations associates: things like veils and shoes. This does not include <i>alterations</i> merchandise, like sleeves and corset backs.	emphasis on alterations merchandise	highlight column
		"The company-wide goal is to have 2% of sales floor merchandise sold by alterations employees."	11101011411410	
		"Note, the alterations associate must ring up the sales floor merchandise themselves in order for the sale to count toward this goal."		
14.	Narrator	"The alterations dashboard can answer the question, "Of all the brides we sold a gown to, how many of them did we capture an alterations appointment for?"		"How am I Doing with Bridal Appointment Conversion?"
		"The alterations dashboard can answer the question, "Of all the brides we sold a gown to, how many of them did we book for an alterations appointment?"		
15.	Narrator	"That's what we call Bridal Appointment Conversion . And it's shown here in this column. The same goes for Dress and Special Occasion, in this column."		highlight bridal and dress appt conv column
		"This information is pulled from the number appointments scheduled in our appointment booking software. Be sure to enter ALL appointments—including instant fittings and walk-ins—into the software AND make sure they are being checked in as they arrive. If you do not, this number will be incorrect and you may not meet your goal.		
		"It is so important to have accurate information here so that you know where you are—and can impact future results."		
16.	Narrator	"In the example here, your alterations room converted over 70% of your store's sold brides into alterations appointments last week. That's well above our company-wide goal of 60% appointment conversion!"		highlight apt conv for last week
17.	Narrator	"However, if you look at your quarter-to-date, you can see that you're not quite on track to meet your goal for the quarter. You're close, but you'll have to continue converting <i>over</i> the company standard in order to meet or exceed 60% for the quarter."	emphasize 'over'	
18.	Narrator	"Another question the alterations dashboard can answer is, "How much is my average alterations ticket?"		"How much is my average alterations ticket?"







#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
19.	Narrator	"These columns show your average ticket for bridal and dress. The average ticket is the total alterations revenue divided by the number of alterations appointments checked into the scheduling software."		highlight both avg. ticket columns
20.	Narrator	"Again, be sure to enter ALL appointments—including instant fittings and walk-ins—into the software AND make sure they are being checked in as they arrive. If you do not, this number will not be correct, and your appointment conversions will be lower than they really are."		
21.	Narrator	"You can increase your average ticket by coaching your associates in selling our alterations services and add-ons during first fittings, and having performance conversations with them weekly."		
22.	Narrator	"The final thing the performance portion of your alterations dashboard can answer for you is, 'Are we minimizing returns?'		"Are we minimizing returns?"
23.		"Notice there's no goal in the goal line, however the goal <i>is</i> to minimize returns as much as possible. Here's why:"	emphasize the word 'is'	
24.		"Your alterations room had \$360 dollars in returns this month. That's 2.6% of your total sales revenue. But if we take a look at whether you're on track to make plan this month, we see you aren't; you're 2.4% under plan. "If you didn't have these returns this month, you would have actually been on track to be over plan for the month."		highlight each area as mentioned
25.		"Minimize returns by spending extra time on quality checks before pickups and pairing struggling seamstresses with more experienced associates. "In the case of customer service issues, try offering solutions that will		
		not result in a return but will leave the customer satisfied and happy."		
26.				
27.		"Now let's take a look at the appointment calendar. The first week shown here at the top is always the current week we're in. In our example, we're looking at this dashboard on a Thursday.		
		"The days that occur in the past show how many first fitting appointments we've seen for each day, the total revenue for each day, and actual hours. (we'll talk more about actual and scheduled hours later in this course).		







#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
28.		"Today and for the rest of the week, the dashboard shows you how many appointments are scheduled."		
29.		"Your dashboard tells you how many more appointments you need to make plan. If you've already made plan for the week, this number will be 0. But you should still be scheduling appointments for the coming weeks."		
30.		"In the weeks ahead, where your appointments aren't fully filled out, your dashboard will tell you where you should be focusing your appointments in order to make plan."		
31.				
32.		"Example. Let's take a look at the appointments you've already taken this week. Pay attention to these numbers to make sure the information in our scheduling software is accurate – some of the most important information on the dashboard depend on appointments being accurate."		
		"For example, yesterday, your dashboard shows you had no revenue- generating appointments, but you have \$85 in revenue. This could be an instant fitting that wasn't entered into the appointment scheduling software."		
		"Or, if you know you saw more than just 2 brides on Sunday, it could mean some brides weren't checked in when they arrived."		



HOW THE BUSINESS RUNS - 4 WK TURNAROUND

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
• objective 1	• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANI	MATION SEQUENCE			
1.		"Alterations at David's works on a 4-week turnaround, so that the gowns we pin during first fittings this week will be sewn—and picked up—four weeks from now.		
		"If we look at this on a calendar, we can get a better idea.		
2.		"Our revenue days are Sunday, Tuesday, Thursday, and Saturday. These days are where you'll schedule your first fittings-which are your revenue-generating appointments.		
		"Our Pickup days are Wednesday and Friday."		
3.		"When a customer comes in for her first fitting, schedule her pickup fitting four weeks away. Always count four weeks ahead: 1, 2, 3, 4, and offer her a pickup day during that week.		start with non-moving calendar
4.		"Notice when counting out the weeks, we never count the week we're in. Start counting with next week as week 1. For example, a first fitting on July 9 (pause) would have a pickup date of either Wednesday August 3 or Friday August 5.		calendar spans the month of july and august
		"Even if the first fitting is on a Sunday (July 3), you would not count the week you're in. In this case, it would still be either of these days (show days)."		
5.		"In fact, every customer pinned during any given week will have the same two options of when she can pick up her gown four weeks from now. Write these dates on your Alterations Pickup Day Schedule, and post it each week on the bulletin board in your alts room. When scheduling her pickup fitting, offer her the dates on the flier."		show flier



BUILDING FUTURE BUSINESS

	VIDEO OBJECTIVE	
•	objective 1	

REQUIRED TALENT	NOTES
• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANI	MATION SEQUENCE			
1.		"Let's look at an example of how our 4-week turnaround can help you build future business using the payroll hours you earn.		
2.		"Let's say Miranda has a first fitting appointment on July 21st.		show calendar
		"The money Miranda pays for her alterations will give you the payroll hours that will be used to complete her garment and conduct her pickup fitting in four weeks. But also included in these payroll hours is time you'll use to run your business, pressing time, and floor time.		show payroll hours increasing show break-out of payroll hours
3.		"In fact, all the revenue you take in during this week will contribute to the payroll hours you'll need to schedule your associates four weeks from now."		
4.		"On your dashboard, these payroll hours are called sew hours, and they're shown here for each week. You can see that these sew hours are based on the revenue you took in four weeks ago."		show sew
5.		"You'll earn more payroll hours by scheduling more appointments (including taking walk-ins and instant fittings) and by increasing your average alterations ticket. Basically, the more money you make, the more payroll hours you'll earn."		
6.		"You will use the extra payroll hours you earned four weeks ago to spend more time on the sales floor building appointments, driving sales, coaching your associates, recruiting new associates and providing excellent customer service all of the things that will help your alterations business make more money to earn more payroll hours, and start the cycle again four weeks from now."		
7.		"In the coming sections, you'll learn how to analyze your payroll usage and optimize your schedules to help you efficiently manage your payroll hours."		



PAYROLL SECTION INTRODUCTION

	VIDEO OBJECTIVE
•	objective 1

REQUIRED TALENT	NOTES
• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANII	MATION SEQUENCE			
1.		"Here in the center of the dashboard is the payroll information for your alterations room.		Introduction to Actual vs. Earned
		"It's broken up into three tables:		
		Last Week Matrix HoursActual vs. Earned Payroll HoursOvertime		
2.		"Each table shows a timeframe in its left column. For instance, this one has 4 weeks ago and last week, and this one has last week, mtd and qtd."		
3.		"The columns in these tables each represent a metric that helps you evaluate how your alterations business has been earning and using payroll hours."		
4.		"In the coming sections, you'll learn how you can improve your actual vs. earned performance and optimize payroll and scheduling."		





MATRIX HOURS

	VIDEO OBJECTIVE
•	objective 1

REQUIRED TALENT	NOTES
• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANI	MATION SEQUENCE			
1.		"Let's take a look at the matrix hours you earned last week.		Matrix Hours Last Week
		"The word matrix just means that the payroll hours you earn are calculated using a set of rules—in this case, it's your alterations revenue."		
2.		"For example, you earned 119 sew hours last week. We call these sew hours, but they're not just for sewing. These hours are used to run your business, and include things like floor time, pressing time, and time to conduct pickup fittings."		
3.		"Your sew hours are based on the revenue you took in 4 weeks prior, shown here."		
4.		"You earned an additional 48 payroll hours for the first fitting appointments taken last week. This number is based on the revenue you <i>took in</i> last week. We'll talk more about this later."		
5.		"The total of these payroll hours is known as your matrix hours, shown here."		
6.		"If the total of your sew hours and fitting hours is less than the amount of hours your store was open last week, then your matrix hours will be the number of hours your store was open."		





PAYROLL USAGE

	VIDEO OBJECTIVE
• (objective 1

REQUIRED TALENT	NOTES
narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANI	MATION SEQUENCE			
1.		"Now let's take a look at how you've been using the payroll hours you've earned.		
		"Here in the center of your dashboard, there's a table showing your payroll usage for last week, month-to-date, and quarter-to-date."		
2.		"This column, Earned Hours, shows the total number of payroll hours you've earned. Your earned hours is made up of your matrix hours and corporate approved hours."		
3.		"Earlier, you learned that your matrix hours from last week is also broken down on your dashboard here."		highlight Last Week table
4.		"Corporate-Approved hours are given automatically for things like new-hire associate training."		highlight Corp Appr. Hours column
5.		"This column shows how many payroll hours you actually used to staff your alterations room during each timeframe."		highlight Actual Hours column
6.		"The comparison of actual versus earned payroll hours is shown here in this column. If this number is negative, you know you've stayed under your payroll hours."		highlight Over/Under column
7.		"Let's take a look at an example. Let's pretend this is your alterations room. You used 207 payroll hours scheduling your alterations associates last week, which was less than your earned payroll hours. This means you came in under payroll.		Example
		"And, you're on track to be under payroll this month and quarter as well."		





PAYROLL: MANAGING YOUR PAYROLL - BASIC

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
• objective 1	• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANI	MATION SEQUENCE			
1.		"You may be asking yourself, 'What does it mean to manage my payroll hours?"		
2.		"Simply put, managing your payroll hours is a matter of comparing the hours your associates are scheduled to the payroll hours you've earned each week, month and quarter.		
		"It also means comparing payroll usage between timeframes, and adjusting your usage to remain under payroll for the month and the quarter.		
3.		"So let's look at <i>why</i> it's so important to manage your payroll hours."		
4.		"Because your month-to-date payroll over/under is a negative number, we know you're on track to come in under payroll this month and everything seems to be fine. But, if we take a closer look, we'll see that up until last week, you were actually over your payroll for the month by 10 hours. And here's how we know.		
5.		"You're under payroll by 8 hours so far this month. Last week, which is in this same month, you were under payroll by 18 hours. If we do the math, we can tell that at some point this month, you were over your payroll by 10 hours, and being under payroll last week helped bring you back under for the month."		
6.		"What do you think would happen if you went over your payroll by 10 hours again this week? You would be over your payroll for the month by 2 hours. And, this week is the last week of the month, so there would be no more time to get your payroll usage back under what you've earned for the month."		
7.		"Partner with your store manager to manage your payroll hours by adjusting associate schedules to balance your payroll with the workload."		







PAYROLL: MANAGING YOUR PAYROLL - RUSHES AND LATE PICKUPS

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
• objective 1	• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL		
ANI	ANIMATION SEQUENCE					
1.		"Sometimes you'll have to manage your payroll based on workload and customer needs. Ask yourself, 'What happens if the customer can't pick up her gown in four weeks?'"				
2.		"Although it is preferred to schedule her pickup fitting four weeks from her first fitting, for some customers it's just not possible. We understand, and we want to work around her busy schedule."				
3.		"But remember, your payroll hours for that garment will still be given at the four week mark. In these cases, you'll have to manage your payroll and optimize your schedule to get the work done in time for her to pickup her garment."				
4.		"Let's take a look at two examples. First – if you schedule a customer's pickup appointment <i>after</i> the 4-week mark, you should still complete her gown <i>four</i> weeks from now, because that's when you'll have the payroll hours to sew that garment."				
5.		"In the case of rush orders, where the garment is sewn and picked up in <i>less</i> than four weeks from the first fitting, you'll have to manage your payroll to accommodate the work.				
6.		"You can manage your payroll by partnering with your store manager to optimize your associate schedule you may use a little more payroll to complete the garment in the pickup week, and balance those hours with the hours you'll be given at the 4-week mark."				



SCHEDULING: SCHEDULING FOR ALLOWABLE HOURS

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
• objective 1	• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
ANI	MATION SEQUENCE			
1.		"On your dashboard, the payroll hours you're allowed to schedule your associates is shown here for each week. It's called Allowable Hours.		
2.		"You and your store manager will use this as a guideline when creating associate schedules for the coming weeks.		
3.		"Every Monday, your store manager will write the alterations schedule for two weeks out, so that it can be posted by Thursday of the week you're in.		
4.		"For these weeks, your dashboard shows you how many hours your associates are scheduled.		highlight weeks with scheduled hours above 0
5.		"In order to manage payroll, you can adjust the schedule to balance scheduled hours with allowable hours for the week you're in, and the following two weeks. Partner with your store manager to adjust the schedule."		
6.		"Until a schedule is created in the scheduling software, your dashboard shows 0 scheduled hours for that week."		highlight week where scheduled hours is 0
7.		"Let's take a look at how your allowable hours are calculated. It's your sew hours, which we know are based on your revenue four weeks ago, and your estimated fitting hours."		"How Allowable Hours are Calculated"
8.		"You'll remember from earlier, you are given first-fitting hours for a given week based on the amount of revenue you take in that week. But, we won't know how much revenue you've taken in until the week is over. "So your dashboard must estimate the revenue you'll generate this week and—based on that—can estimate how many fitting hours you'll		
		ultimately earn. These are just guidelines so that your store manager is not creating the associate schedules blindly."		
9.		"Then at the end of the week, you'll be credited the fitting hours based on that week's total revenue.		

🗗 volunteer/extra

volunteer/extra (non-speaking)



#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
10.		"You may be asking yourself, "What happens if it's the end of the week and I've already used all my fitting hours? Should I send my extra associates home? Should I still take walk-ins or instant fittings?"		
11.		"Remember, this is just an estimate; the actual revenue and first fitting hours you earn can go up or down based on actual sales at the end of the week.		
12.		"Walk-ins and higher average tickets can cause an increase from what's estimated you will earn, to what you actually earn. This means you will be given payroll hours to cover walk-ins and instant fittings."		
13.		"For example, this may say 44 fitting hours now, but if you take that extra instant fitting, and you make (for instance) an extra \$300, then when your actual fitting hours are calculated at the end of the week, you may actually earn 46 fitting hours."		
14.		"So it's okay to schedule your associates more than the allowable hours when your business is trending upward, especially if the traffic in your store leans towards walk-ins and instant fittings.		
		"As long as you're managing your payroll for the month using the payroll usage section above, you can earn more revenue while still coming in under payroll."		
15.		"On the other hand, there may be times when you earn less revenue and fewer hours than what was estimated. Cancelled appointments and lower average tickets can cause a decrease from what's estimated you will earn, to what you actually earn.		
16.		"This is why you should be using part of your payroll hours to have your associates make confirmation calls to customers the night before their first fitting appointments. That way, you're not wasting your scheduled hours on appointments that won't show up and that you won't earn any revenue on."		





SCHEDULING: SCHEDULING GUIDELINES

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
• objective 1	• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL		
ANI	ANIMATION SEQUENCE					
1.		"For each upcoming day, your dashboard shows you how many scheduled associate hours you'll need to use for first fittings and pressing/pickup fittings. These numbers are based on the fittings and pickups scheduled that day."				
2.		"It is important to note these items on the dashboard are not tied to revenue, and are not indication of the payroll hours you learned about earlier in your training."				
3.		"This is just the amount of time you'll need for you and your associates to conduct the fittings scheduled that day. Compare this number to the number of hours you have your associates scheduled. Make sure you can accommodate these first fittings, pressing and pickups, while still having time to sew the gowns that will be picked up and to take walk-ins and instant fittings if necessary. "If you have additional scheduling needs, partner with your store				
		manager to adjust the associate schedule.				
4.		"For past days this week, your dashboard will show you how many actual hours your associates were on the clock. This is helpful because (tim?)				

SCHEDULING: OPTIMIZING YOUR SCHEDULE

VIDEO OBJECTIVE	REQUIRED TALENT	NOTES
• objective 1	• narrator	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL			
ANII	ANIMATION SEQUENCE						
1.		"Now let's take a look at how you're scheduling your associates, and whether you're optimizing your schedules to use your payroll hours wisely."					
2.		"If we look at our example for last week, we can see that you came in under your payroll by 18 hours."					
3.		"It's always preferred to be under payroll, but ask yourself, did I use my payroll hours efficiently last week? Did I have enough staff? Were all of the garments ready 2-days before pickup? Was I able to accommodate instant fittings and walk-ins if I needed to?					
4.		"If the answer is 'no' these types of questions, then it is probably the case that you should have used those additional payroll hours instead of leaving them on the table.					
5.		"You'll need to make an action plan to better manage your associate schedules going forward. Partner with your store manager to schedule the right associates at the right times so that you can utilize the hours you're given while still remaining under payroll."					
6.		"On the other hand, if you're continually going over your earned hours, you'll need to do (tim?)"					

