

## Classroom Activity Instructor Guide: 20 Questions with Macy's

### RISE Up Program

RISE Up is the NRF Foundation training and credentialing program that provides foundational employability skills to help young people acquire the skills they need to land jobs in retail and advance into promising careers.

The supplemental classroom activities for the RISE Up program will provide students with the opportunity to gain unique perspectives from retail leaders and insights into current issues impacting businesses.

### Activity Objective

The **20 Questions with Macy's** is a 24-minute informative video with Danielle Kirgan, chief transformation and human resources officer at Macy's, Inc. Ms. Kirgan addresses 20 questions about professional development and how students can launch careers in retail. It's important for your students to know that retail is an industry that's so much more than sales. Retail has careers for a variety of interests: merchandisers, marketers, buyers, accountants, software engineers, lawyers, writers, information technologists and more.

### Benefits of RISE Up Classroom Activities

❖ **Employability Skills**

Help your students learn the high-demand skills needed to land jobs and get promoted in retail.

❖ **Flexible Delivery Options**

Classroom, Online or Blended

❖ **Scenario-Based Learning**

Realistic scenarios support active learning to keep your students engaged while developing their problem-solving and decision-making skills, enabling them to transfer the newly-learned skills to the job.

❖ **Hands-On Activities**

Hands-on activities are effective for skill development, allowing your students to apply and master key skills needed for the job and providing them a safe environment to practice, identify and correct performance errors.

#### Training Partner Resources

- [Instructor Guide](#)
- [Train the Trainer Video](#)
- [PowerPoint Presentation](#)
- [Textbook](#)

## “20 Questions” with Macy’s Danielle Kirgan

### Background

Danielle Kirgan was appointed chief transformation and human resources officer of Macy’s, Inc. in January 2020. As chief transformation and human resources officer, Kirgan is responsible for the full range of human resource functions, including strategy, associate relations, organizational development (corporate, field and logistics), talent and performance management, compensation and benefits and training and development.

Macy’s, Inc. is one of the nation’s premier retailers. The company comprises three powerful retail brands: Macy’s, Bloomingdale’s and Bluemercury. Macy’s, Inc. is headquartered in New York City.



### Video Format

24 minute video that covers:

- ❖ Skills important to retailers.
- ❖ Hiring processes.
- ❖ Tips for successful communication.
- ❖ Leadership traits.

#### **RISE Up and Get Noticed**

If you enjoy a supportive, results-driven, diverse and fun place to work, learn and grow, you’re the perfect fit for Macy’s.

Completing a RISE Up training from the NRF Foundation can provide you the skills to help you get a job with Macy’s.

[Apply Here](#)

## Activity

Watch the 20 Questions video: <https://nrffoundation.org/blog/20-questions-macys-hr>

Then answer the following questions.

- 1. According to Danielle Kirgan, what are the three most important skills when working in retail?**
- 2. How did she set herself apart from others to get the job she has now?**
- 3. What does a company like Macy's look for in a potential employee?**
- 4. What is Kirgan's favorite part of her job?**

- 5. What skill does Kirgan believe is the most important skill for a professional to possess?**
- A. Leadership
  - B. People
  - C. Listening
  - D. Time management
- 6. Why is listening so important in the workplace?**
- 7. Now that you've heard about Kirgan's role and advice, what excites you about working in retail? What are the skills you think you could improve?**

## Answer Key

1. Passion for service, have to be a little scrappy (resourceful) and a transformation mindset. (0:29)
2. Kirgan was always very curious in her early stages. She was willing to do jobs and assignments that others didn't want to do or weren't quick to raise their hand. (4:19)
3. Patience, passion, perseverance, and resilience. Being able to deal with ambiguity and comfort in the fact that many situations we deal with from a customer's standpoint or a colleague's standpoint don't have exact answers or a rulebook. (7:03)
4. Being a part of Macy's rich history and working in a culture that takes prides in the work that's put in. (11:17)
5. D. Listening (21:11)
6. Open-ended question.

### **Danielle Kirgan's response:**

So often when we're in conversations or in meetings, we are so focused on thinking about what we're going to say next, and how we're going to respond or what we're going to add to the conversation with our own thoughts, that we actually stop listening. We might be hearing what the other person is saying, but we're not really taking it in, and you miss the non-verbal cues. You miss the connection. And you miss the true opportunity to be able to understand what somebody is saying.

7. Open-ended question.

