

Hello



Brick and Clicks



MASSIVE CHANGE

Now
do a
wha

Congratulations. You have just joined the Massive Change project.

Massive Change is not about the world of design;

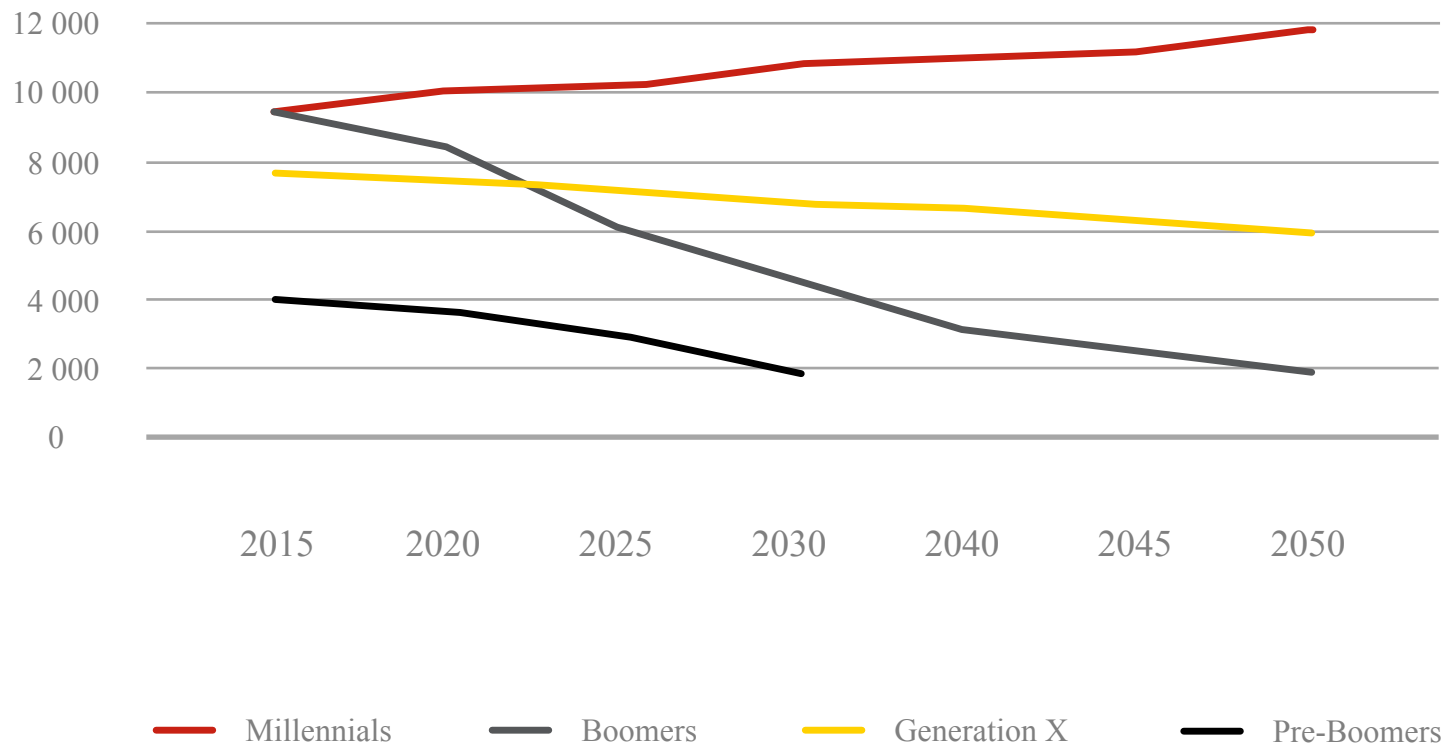
You are now part of an international network exploring the future of

You're inside an interface where every object you're about to

Every room in this exhibition contains ideas, information, and opportunities to

Massive Change: The Future of Global Design
A project by Bruce Mau and
The Institute without Boundaries, commissioned and organized

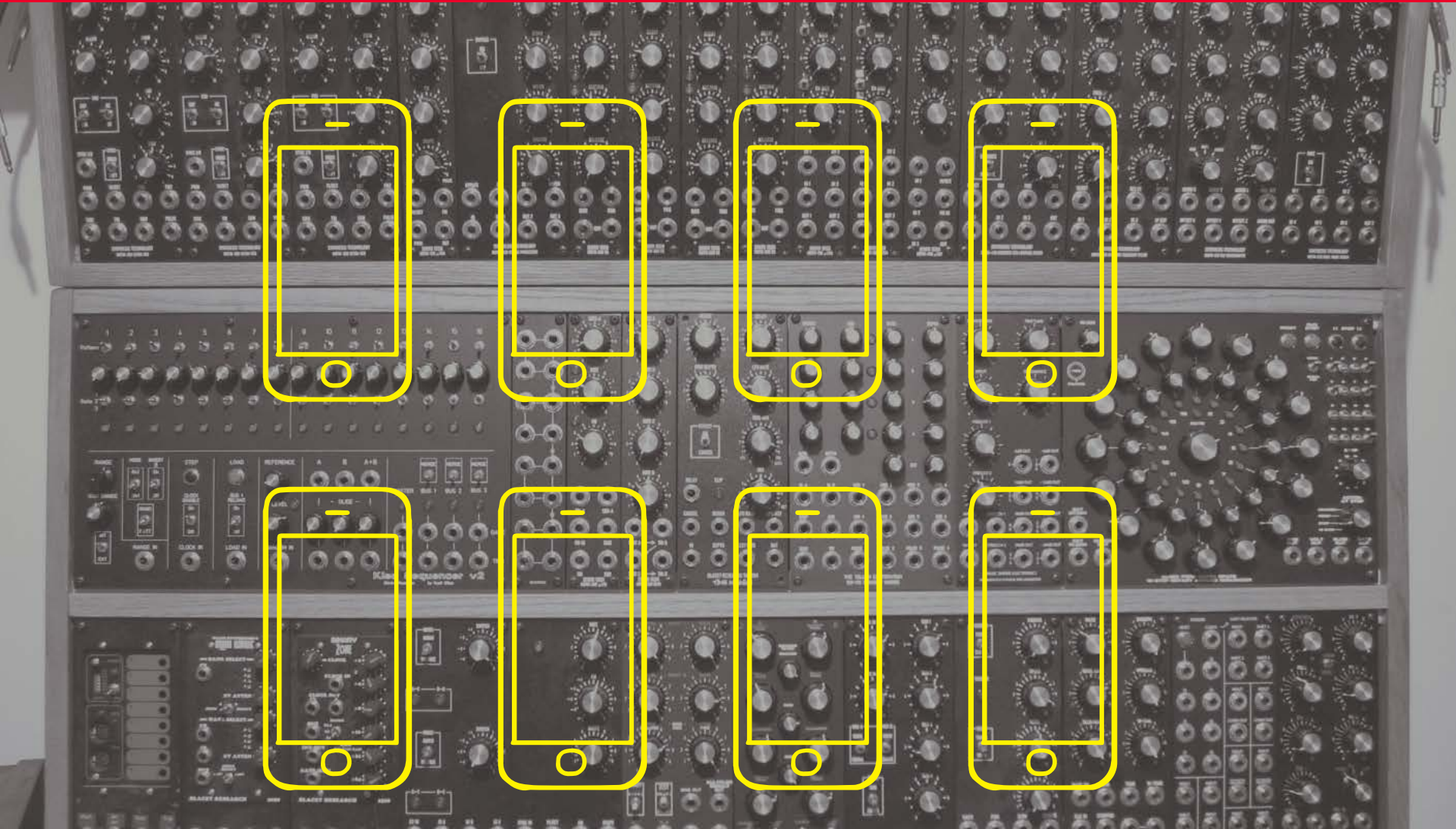
Aging Demographics



Consumer Trends



Accelerated Age



It's a
challenging
environment



Competition is Fierce





2018 brings
uncertainty for
the Canadian economy

Will we
get Trumped?



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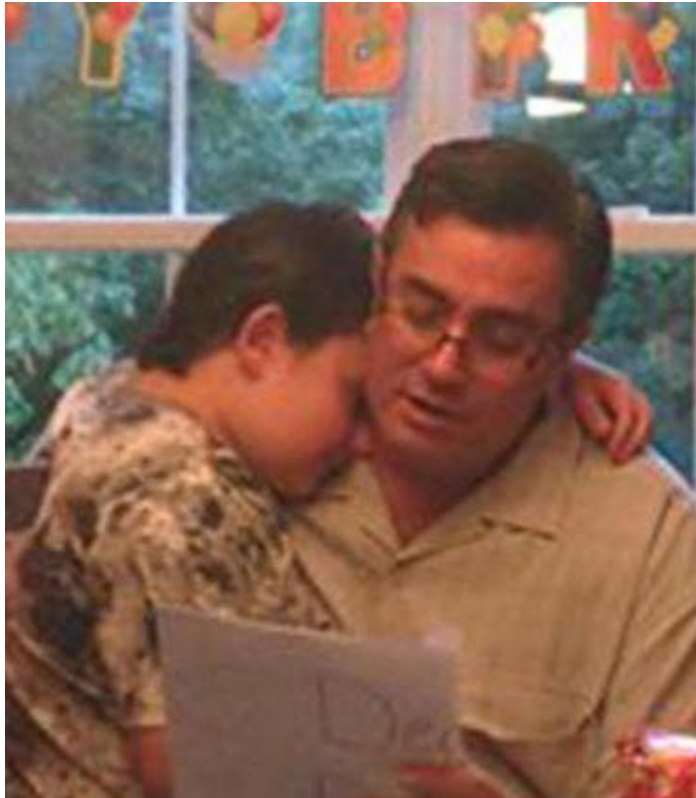
What *hasn't*
changed




We're still
human









The Inside Scoop 


Fascinating Facts About Yours Truly!


.....


I am 11 years old. I am in 6th grade.


 My teacher is Ms. Feid


 The members of my family are Daphna Kohn
Michael And Stephen And me


 Some of my friends are No one


 My favorite food is Pizza


 My favorite sport is Soccer

 My favorite TV show is E!MD

 My favorite song is Babu Bach

 My favorite school activity is JLGPc

 When I grow up I want to be Teacher

 The nickname I'd choose for myself is CHRISTOPHER

United Breaks Guitars guy says airline shows 'lack of compassion' in wake of latest PR disaster

Dave Carroll, a Halifax musician, was flying on United to play a show.

Sitting on the tarmac before takeoff, he looked out the window and saw baggage handlers throwing guitars around — and when he arrived, his guitar was broken.

It cost him \$1,200 to fix his beloved instrument and United refused to pay, so he wrote the song *United Breaks Guitars* and uploaded it to YouTube.



Implications



Customer care
matters more
than ever



Customers expect
it more than ever





Customer care – The core differentiator









Windex



SNICKERS®



Living the Dream





HARVEY'S



MASTERS
OF THE
ROTISSERIE
& GRILL
V16
EST. 1984

nobody here but us chickens



SWISS HALET

ROTISSERIE & GRILL





My Learning



Retail is tough



Customer care – The core differentiator



Only happens as
outcome of culture







Culture



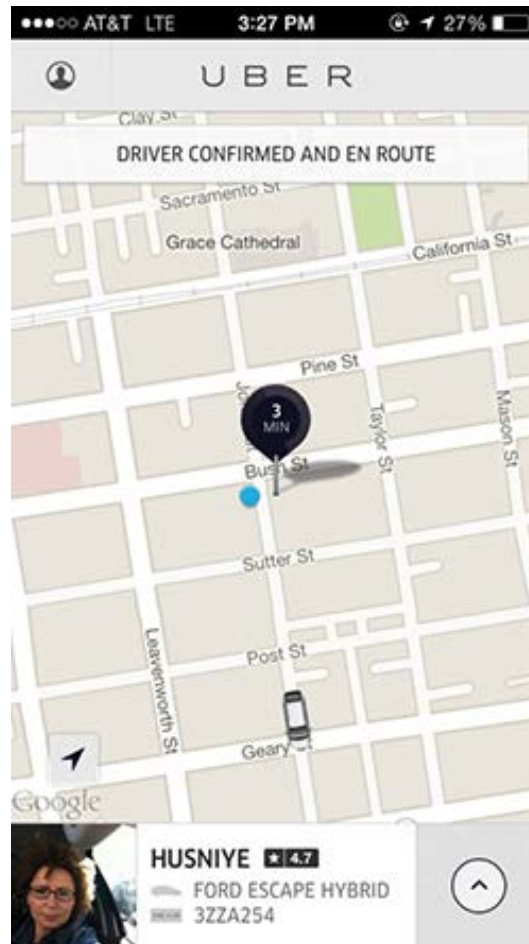
Every Guest Leaves Happy



Strategy vs. Execution



Keep it Simple



Innovation





Culture of Customer Care and Service





Walter Hachborn

1921-2016

We're a Loved Company



#1 best Brands in Facebook 2015



Top 25 Brands in Canada 2015, 2016, 2017



Canada's Most Valuable Brands 2012, 2013, 2014, 2015



Deloitte's best managed companies 2012, 2013, 2014, 2015



The 10 Most Reputable Canadian Firms

Rank	Company	RepTrak® Pulse Score
1	Home hardware	76.9



1,050 Points of Distribution

HOME STORES ARE 100% CANADIAN OWNED.



Over \$6 billion in Annual Sales

HOME STORES ARE 100% CANADIAN OWNED.



Multi-Bannered



100%
Dealer-Owned



Our areas of focus



 **Home Owners**
helping **homeowners**[®]



Our sweet spot is where

EXPERTISE

MEETS

HUMANITY

Expert
Advice → Enabling
Projects

Apple encourages employees to work on personal projects under 'Blue Sky' program

by Bryan Bishop | @bcbishop | Nov 12, 2012, 7:30pm EST

SHARE TWEET LINKEDIN



Gena McBrain
@GenaMcBrain

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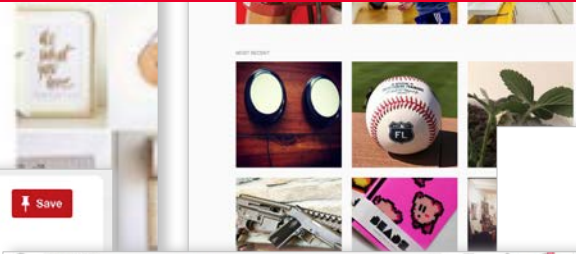
I love self development and self improvement so I've been working on a new project that I'll be sharing soon. Stay tuned.



It's an era of projects

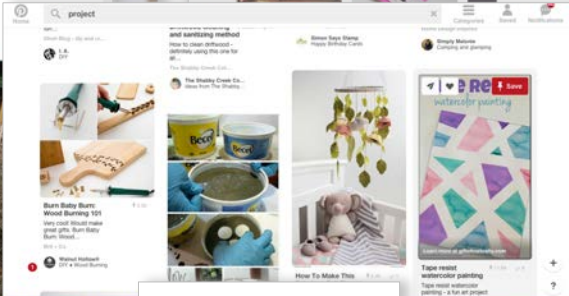


101+ weekend projects



Like Send Tried It! Save

DIY Projects for Home | Do It Yourself Ideas and Crafts 12 Creative DIY Pallet Planter Ideas



Weekend Project: How to Make Bread

BY: JENNIFER POTTER
JANUARY 8, 2016 | 4:00 AM



Best aromas in the world is the scent of fresh bread baking in the oven. The smells permeates the kitchen and you take that first bite, so warm and satisfying in your mouth.

Even though making your own bread sounds like a daunting task with lots of ways for it to go wrong, but it is simpler than you think. If you are a beginner baker, pita breads are a perfect place to start. You'll learn all the basics of rolling and kneading, and how to work with flour and sugar to create light, chewy rounds. In just one afternoon, you can make homemade pita and naan bread, right before your eyes.





They are inherently personal,
and can be emotional

A close-up photograph of a person kneeling on a brick path. The person is wearing blue shorts and is focused on a task in the garden. Their hands are visible, one resting on a brick and the other near the soil. The path is made of reddish-brown bricks, and there are some small plants and flowers nearby. The background is slightly blurred, showing more of the garden and the person's legs.

They are positive and provide
a sense of accomplishment

A chore is a drag...
but a project is fun



They can be big or very, very small



The image shows the storefront of a Home Hardware Building Centre. The sign is large and mounted on a red corrugated metal wall. It features a yellow square logo with a red border containing the letters 'hh' in white. To the right of the logo, the word 'Home' is written in large white letters, 'hardware' in yellow, and 'building centre' in yellow. Below the sign, a group of eight people is standing in front of a grey SUV. Most of the people are wearing red polo shirts, which are the company's uniform. One man is wearing a black jacket and a white baseball cap. The background shows the entrance to the store with a sign that says 'ENTRANCE' and a display board with various notices and advertisements.

Home hardware building centre

And **nobody** can set people up to tackle projects like us

**BRING US YOUR
PROJECTS,
BIG
& SMALL**

Different Banners, Same Promise



Bring us your
projects,
big and **small**

Bring us your
projects,
big and small

Bring us your
projects,
big and small

Bring us your
projects,
big and small

Relevant to All Targets



“It’s about pride and satisfaction in getting stuff done.”



“When I have an indoor or outdoor project, trying to get from here to there, you get what you need.”



“They understand my business and how the jobs work – things need to be in the right place at the right time.”

Except for the very, very few, we all need some help with our projects. Especially Millennials. Whether that's as simple as hanging a mirror, redoing a kitchen or building a cottage, we need tools and products to help get our projects done

But we also need people
with the experience and
desire to show us **how** to
get our projects done

We need
someone to
tell us:



**Here's
How.**

Brick and Clicks



Challenge = Elevated
Customer experience
across all channels



We're still
human



Thank You

