

NATIONAL RETAIL MARKETING AGENCY

Field Operations Division | Regional Field Team

OPERATIONAL EXCELLENCE INITIATIVE

Strengthening Workforce Reliability, Execution, and Utilization

Across the Agency's Field Teams

Prepared for:

Regional Operations Manager and Corporate Leadership

Prepared by:

Field Engagement Trainer

June 2026

PORTFOLIO SAMPLE: EMPLOYER & CLIENT DETAILS ANONYMIZED

TABLE OF CONTENTS

Executive Summary	3
Business Case and Decisions Requested	4
Current State Assessment	6
Operational Problems in Detail	7
Payroll Integrity and Fraud Risk	9
Root Cause Analysis	10
The KPI Conflict: Execution vs. Utilization	11
Future-State Operating Model	13
Workforce Strategy and Staffing Architecture	15
Field Engagement Trainer as Operational Partner	17
Recruiting, Interviewing, and Onboarding	19
FET Interview Participation: Full Process Guide	21
Reliability Index and Quality Assurance Model	24
90-Day Pilot Program	26
Return on Investment and Financial Justification	28
Risk Mitigation	29
Implementation Roadmap	30
Appendix A: FET Operational Interview Guide	31
Appendix B: Reliability Scorecard	33
Appendix C: RACI Matrix	34
Appendix D: 90-Day Pilot Scorecard	35
Appendix E: Hiring Workflow Swimlane	36

FULL DOCUMENT AVAILABLE ON REQUEST

Want to see the rest?

The preceding pages show the cover and table of contents of the Operational Excellence Initiative, a complete, 28-page operational document. The full version includes a root-cause analysis, KPI conflict model, tiered workforce architecture, a full interview guide with behavioral questions, reliability scorecards, a RACI matrix, and a 90-day pilot design.

To protect the work product, the interior pages are not published online. The complete document is available on request: connect with me on LinkedIn at [linkedin.com/in/rhondajustice](https://www.linkedin.com/in/rhondajustice).