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THE SLOW SHIFT THAT CHANGES EVERYTHING

WHY ONGOING DEVELOPMENT BUILDS BETTER

SALES LEADERS, by Janelle Grove, VP/Managing Director of The Growth Collective at The Center for Sales Strategy.

Sales leaders today are managing more complexity than ever—rapid market shifts, dispersed teams, new technology demands, and rising expectations around coaching and performance. Yet many organizations still rely on short, event-based training to prepare their leaders to navigate it all.

The challenge? One-off learning doesn't create long-term change. It sparks ideas, but it doesn't build new habits.

Lasting leadership growth happens slowly and steadily—through repetition, reflection, and accountability. It's the ongoing process of trying something new, evaluating the outcome, adjusting, and applying it again that shapes how leaders think and behave.

This is why continuous development—not occasional training—is now a competitive advantage.

Why This Matters for Organizations

Your sales team can only perform at the level its leader is equipped to lead. When leadership development is inconsistent or underfunded, the ripple effects are felt in every metric: stalled pipelines, unpredictable performance, disengagement, and turnover.

And yet, many sales leaders share the same frustration:

They want deeper, ongoing development but can't approve the financial investment themselves.

Their managers often see leadership growth as optional or "nice to have," rather than the infrastructure that drives revenue. As a result, leaders who are eager to grow simply can't say yes.

Organizations that shift their mindset—from treating development as an expense to viewing it as strategic—see measurable returns in clarity, confidence, and performance.

How High-Impact Leaders Grow: Four Practical Tips

1. Build a Monthly Learning Rhythm

Set aside consistent time to reflect on decisions, evaluate what worked, and identify where to adjust. Growth accelerates when leaders create intentional space to think.

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ADVERTISER NEWS

Walmart is deepening its partnership with **Alquist 3D** after the construction company successfully completed a 3D-printed space that added nearly 8,000 square feet to Walmart's Athens, TN, store. Walmart has committed to working with Alquist to construct more than 12 new buildings using 3D printing technology. The collaboration is aimed at enhancing efficiency for Walmart's online order pickup and delivery infrastructure and integrating advanced construction methods into the retailer's commercial real estate portfolio... **Gap** and **Summer Fridays** have launched their first clothing collaboration, marking the beauty brand's entry into apparel. The partnership will blend Gap's apparel expertise with Summer Fridays' reputation for self-care, emphasizing comfort and confidence. The launch will be accompanied by special events,

including a pop-up at Gap's **The Grove** store in Los Angeles and a promotional film featuring actor **Barbie Ferreira**... **Kroger** is increasing its focus on brick-and-mortar stores as part of a strategy to drive market share growth and improve online grocery profitability. The company plans to break ground on 14 stores in Q4 and increase new builds by 30% in 2026, with a focus on high-potential geographies such as Jacksonville, FL... **Grocery Outlet** has begun a store refresh project to improve consistency in the shopping experience following customer feedback about inconsistent product availability. The initiative, led by President and CEO **Jason Potter**, focuses on enhancing store layout, expanding core product assortment and improving value messaging. Early results from pilot stores show a mid-single-digit lift in comparable sales, and the company plans to refresh 20 stores by the end of 2025 and 150 more by the end of 2026... **The Home Depot** is debuting a platform designed to connect creators to its brand. The home improvement giant is launching **The Home Depot Creator** portal, a platform intended to help digital content creators monetize their home improvement content and promote future partnerships. The portal provides creators access to ideas, campaign opportunities, and assistance to help them build content around home improvement, DIY projects and decor tips.

Four Practical Tips... (continued from page 1)

2. Surround Yourself With Other Leaders

Leadership can be isolating. Joining a mastermind-style peer group gives sales leaders access to fresh perspectives, honest feedback, and support from those navigating similar challenges. This kind of structured peer connection strengthens decision-making and expands leadership capacity.

3. Apply One New Skill at a Time

Trying to overhaul everything at once leads to burnout. Choose one practice—coaching, forecasting, talent development, or communication—and work it deeply before moving to the next.

4. Create Accountability That Supports Growth

Accountability isn't about pressure; it's about progress. Set clear goals, share them with peers or mentors, and revisit them regularly.

The Bottom Line

The teams that thrive in today's market aren't the ones relying on quick-hit training. They're the ones with leaders who grow consistently, think strategically, and surround themselves with people who elevate their performance.

Leadership isn't a moment. It's a practice. And the slow shift is where the transformation happens.



Janelle Grove

Janelle Grove, VP/Managing Director of The Growth Collective at The Center for Sales Strategy, is passionate about helping senior sales leaders transform potential into performance. She brings more than two decades of sales and leadership experience — building high-performing teams, driving strategic growth, and unlocking organizational potential. She thrives on guiding leaders through long-term development journeys, helping them grow in clarity, courage, and community, and supporting them as they build the confidence and capacity to lead strategically and sustainably.

DISNEY SHUTS DOWN ESPN3 ACROSS ALL PLATFORMS

Disney and **ESPN** have officially discontinued **ESPN3**, which has now ceased operations and is no longer available through any live TV streaming service or traditional pay-TV package, according to **David Satin** of **The Streamable**. Its programming has been redistributed across ESPN's digital and linear platforms. Viewers can now find former ESPN3 content on **ESPN**, **ESPN2**, **ABC**, **ESPN+**, or the **ESPN Unlimited** direct-to-consumer service via the ESPN app.

Disney reportedly began notifying distributors in November that ESPN3 would be shut down and its content migrated elsewhere.

STORE BRANDS OUTPACE NATIONAL LABELS

Private-label products are gaining ground across U.S. retailers, surpassing national brand growth and prompting shifts in consumer behavior, merchandising strategy and manufacturing operations, **Retail TouchPoints** reports.

U.S. private-label sales reached \$271 billion in 2024, according to the **Private Label Manufacturers Association** (PLMA), marking a record high and the first time in decades the category has outpaced national brands.

Industry analysts say what began as a consumer response to inflation has evolved into a structural change in the retail marketplace. Younger shoppers, particularly Gen Z and millennials, are driving much of the momentum. Unlike older consumers who tended to view store brands as budget choices, many younger buyers consider them credible options with value beyond price.

Retailers are using private labels to deepen loyalty and differentiate their assortments. Executives say exclusive products are increasingly becoming traffic drivers across both physical and digital channels. Some grocers report that 30% to 40% of sales now come from private-label portfolios. Apparel and beauty retailers are also expanding their private brands to create distinct identities in crowded sectors.

ESPN FINISHES FINAL F1 SEASON WITH RECORD

Bringing one of sports television's biggest success stories to a close, **ESPN** ended its final year of televising the **Formula 1 World Championship** with the all-time single-season viewership record for the championship on U.S. television.

The average race audience of 1.3 million viewers across **ESPN**, **ESPN2** and **ABC** for the 24-race season was the highest live telecast average in the championship's history, breaking the record of 1.21 million that was set on **ESPN Networks** in 2022.

The season-ending **Abu Dhabi Grand Prix** on Sunday averaged 1.5 million viewers on ESPN, peaking at 1.8 million, based on **Nielsen Big Data + Panel** data, making it the 16th of 24 races this season to set an event viewership record. All but three of the 24 races had year-over-year viewership growth.

Over the past eight seasons since F1 returned to ESPN Networks in 2018, viewership increased from an average of 554,000 viewers per race in 2018 to 1.3 million in 2025, an increase of 135%. In its final year on **NBC**, F1 races averaged 538,000 viewers in 2017, with the 2025 season average marking an increase of 142% over NBC's final season.

THIS AND THAT

The Georgia town of Dunwoody, where TV host **Ryan Seacrest** was born and went to high school, will name a planned expansion of its football stadium after one of its most famous graduates. The **DeKalb County School Board** approved a measure to name the expansion **Seacrest Stadium** after the Marconi and Emmy winner who began his broadcasting career while at Dunwoody High, as an intern and later air personality on **WSTR Atlanta**. According to "Atlanta News First" **WANF-TV**, the fundraising group **Bring It Home Dunwoody** aims to raise \$1.5 million for the expansion, which will add 2,000 seats and a new press box, as well as improved accessibility. The group says the expansion "will give Dunwoody something it has never truly had — a home field worthy of its pride and tradition." Bring It Home Dunwoody has a way to go to meet its goal, as to date it has raised just over \$350,000.... **Telemundo 48 / KSTS** and **NBC Bay Area / KNTV** will kick off **Tu Momento. Tu Jugada**, Telemundo's nationwide community engagement tour leading into the **FIFA World Cup 2026**, with a large-scale youth soccer celebration on Thursday, Dec. 11, at the **Santa Clara Youth Soccer Park**. Santa Clara was selected as the national launch site for the tour, reflecting its role as a **FIFA World Cup 2026** host city — with **Levi's Stadium** set to host multiple matches — and as the site of **Super Bowl LX...** **Paramount Skydance** CEO **David Ellison** has sent a letter to **Warner Bros. Discovery** shareholders reiterating why **Paramount's** \$108.4 billion all-cash offer would deliver superior value with a faster, more certain path to regulatory completion than the existing **Netflix** transaction. Paramount on Monday submitted a hostile bid to WBD's board and shareholders, three days after Warner accepted a \$72 billion mostly-cash offer from Netflix for its streaming and studio assets. In the letter, Ellison encouraged shareholders to tender their shares to register their view with the WBD board of directors that they prefer the Paramount offer.

DIANA ROSS TO HEADLINE 'DICK CLARK's NEW YEAR'S ROCKIN' EVE WITH RYAN SEACREST 2026'

Diana Ross has been revealed as the headliner for **Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2026**.

The legendary singer will take to the stage just before midnight on Dec. 31 to help usher in the new year with a live performance. Her set will feature a medley of some of her biggest hits, including "I'm Coming Out" and "Upside Down."

"Together we begin a new year. Let's embrace a new beginning, new opportunities, new joy — a celebration of love, where we all come together as we begin 2026," Ross shared in a statement.



YOUTUBE TV PLANS GENRE-SPECIFIC PACKAGES

Early next year, virtual MVPD service **YouTube TV** will launch genre-specific packages called **YouTube TV Plans**, "bringing more choice and flexibility to our subscribers," according to the YouTube TV blog.

The service will offer more than 10 genre-specific packages, according to the blog from **Christian Oestlien**, VP, head of subscriptions, YouTube.

One of the packages, the **YouTube TV Sports Plan**, will offer access to all the major broadcasters as well as sports networks such as **FS1**, **NBC Sports Network**, all the **ESPN** networks, as well as **ESPN Unlimited**. Subscribers can include add-ons such as **NFL Sunday Ticket** and **RedZone**, and keep all features, including unlimited DVR, multiview, key plays, and fantasy view. Details on the specific plans and their prices are still to be unveiled.

The move comes on the heels of the recent dustup between **Disney** and YouTube TV over carriage costs, which was settled Nov. 14.

"TV should be easy, giving viewers greater control over what they want to watch," read the YouTube TV blog. "Our goal is to let you tailor your subscription with more options. Whether you stick with our main YouTube TV plan with 100+ channels, focus on sports, combine sports and news, or select a plan centered on family and entertainment content, subscribers will be able to easily choose the plan that works best for them."

The YouTube TV plan is currently priced at \$82.99 per month.

WATCHDOGS PETITION FTC TO REBOOT 'CLICK-TO-CANCEL'

Two nonprofits have asked the **Federal Trade Commission** to reboot an effort to issue "click-to-cancel" rules that would enable consumers to easily terminate recurring subscriptions to newspapers, gyms and other businesses.

"The American public continues to need robust protection against unfair and deceptive 'subscription traps' — the ubiquitous subscription practices that hook consumers into purchasing products or services with recurring charges and that are nearly impossible to cancel," the **Consumer Federation of America** and **American Economic Liberties Project** write in a petition posted last week on the FTC's website.

Last year, a divided FTC passed a broad set of click-to-cancel rules, but the **8th Circuit Court of Appeals** struck them down for procedural reasons. Specifically, the appellate panel ruled that the FTC failed to conduct an in-depth economic analysis of the regulations' impact.

When the FTC approved the rules, the vote was 3-2, with both Republicans — including current FTC Chair **Andrew Ferguson** — dissenting.