



Building Careers at Specialty

Presented by Karnan Associates

Our mission is to guide specialty retailers to grow and profit in a rapidly changing retail landscape, so they can develop the business they want, take the lead, do amazing things, and Run Great.



Run Great.

That is our goal for every client.

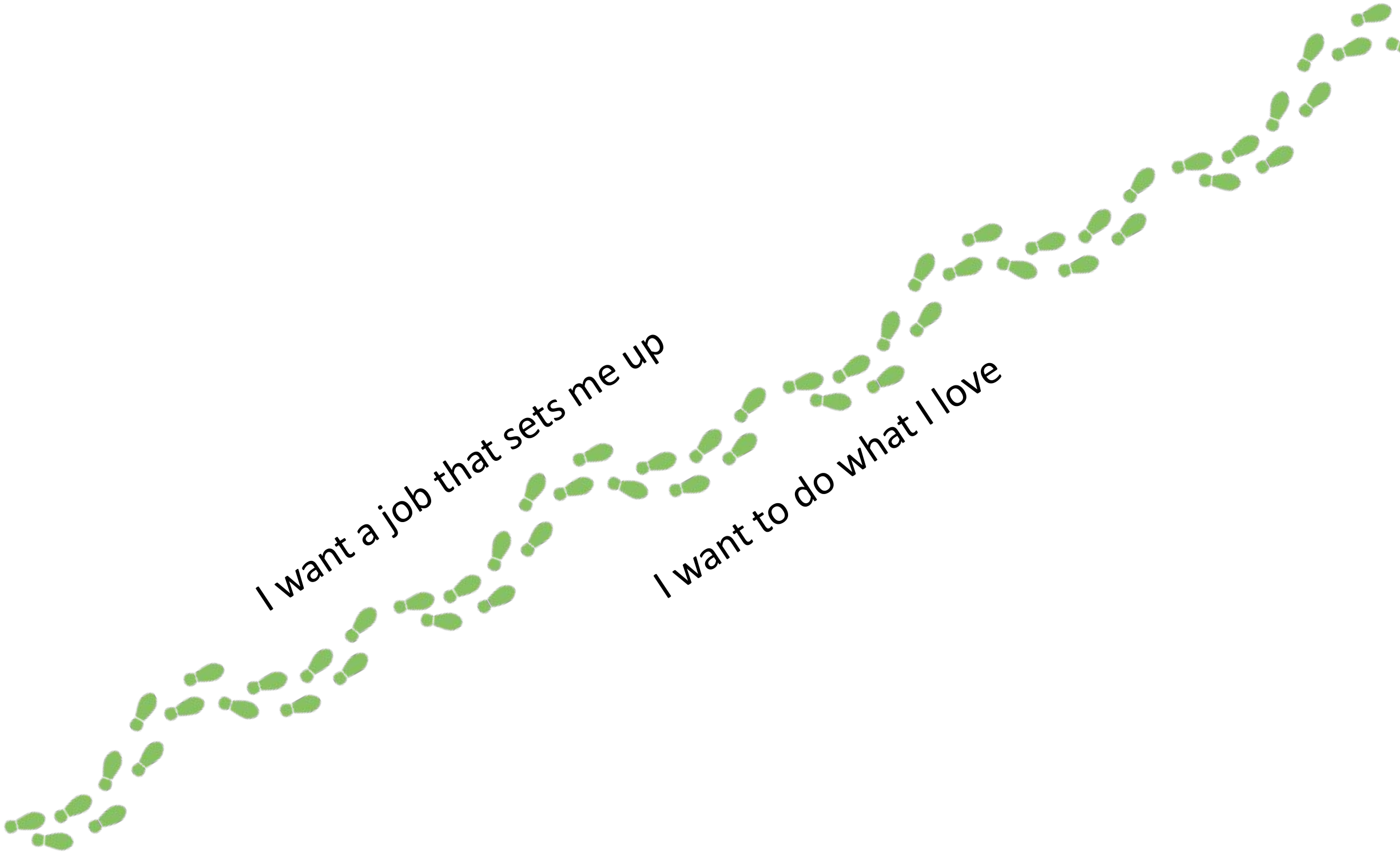
Since 2006, we have helped specialty retailers across the U.S. run great businesses by customizing innovative strategies and ensuring optimal execution - from front of the house to back, from physical to digital.

Hiring/Staffing versus Career Development

- What people in Specialty Run seek
- Positioning your business as a career launch pad
- Building a culture of Continued Education
- Showing a path for professional development
- Emphasis on Locally owned and operated



CAREER OPPORTUNITIES



I want a job that sets me up

I want to do what I love



THE RUNNING EVENT

Top 5 Specialty Strengths

Strengths	% of Total
Achiever	8.7%
Learner	7.4%
Responsibility	6.8%
Relator	5.2%
Restorative	4.9%

Top Specialty Domains

Domain	% of Total
Executing	35.1%
Relationship Building	30.8%
Strategic Thinking	23.1%
Influencing	11.1%

runningwild 

The logo for Running Wild consists of a stylized, leaping cheetah or leopard silhouette in a light yellow color.

Looking for a Career? Consider Small Business!

Small business is the core of our economy and attracts people who like to **learn through experience** and enjoy a day filled with variety. Running Wild is a small business located in Pensacola and Fairhope. As a running retailer we take pride in helping our customers reach their health and fitness goals, whether it's training for a local race or going for a walk. We dedicate ourselves to provide **unrivaled personal attention**. For us it's not about selling products. It's about **working together, loving what we do**, and serving the community.

We hire people. Not positions. As employees grow, we expose them to other business disciplines to provide experience in all aspects of small business. Through **training and education**, our goal is to align the passion of the employee with the need of the business. **We have many different positions available with growth potential. Apply online and we'll be in touch with you to discuss further!**

If corporate life is not for you and you find fulfillment **working with a team to help people achieve their goals**, consider a career in small business with Running Wild. We are an Equal Opportunity Employer committed to a diverse and inclusive work environment.

[APPLY ONLINE](#)





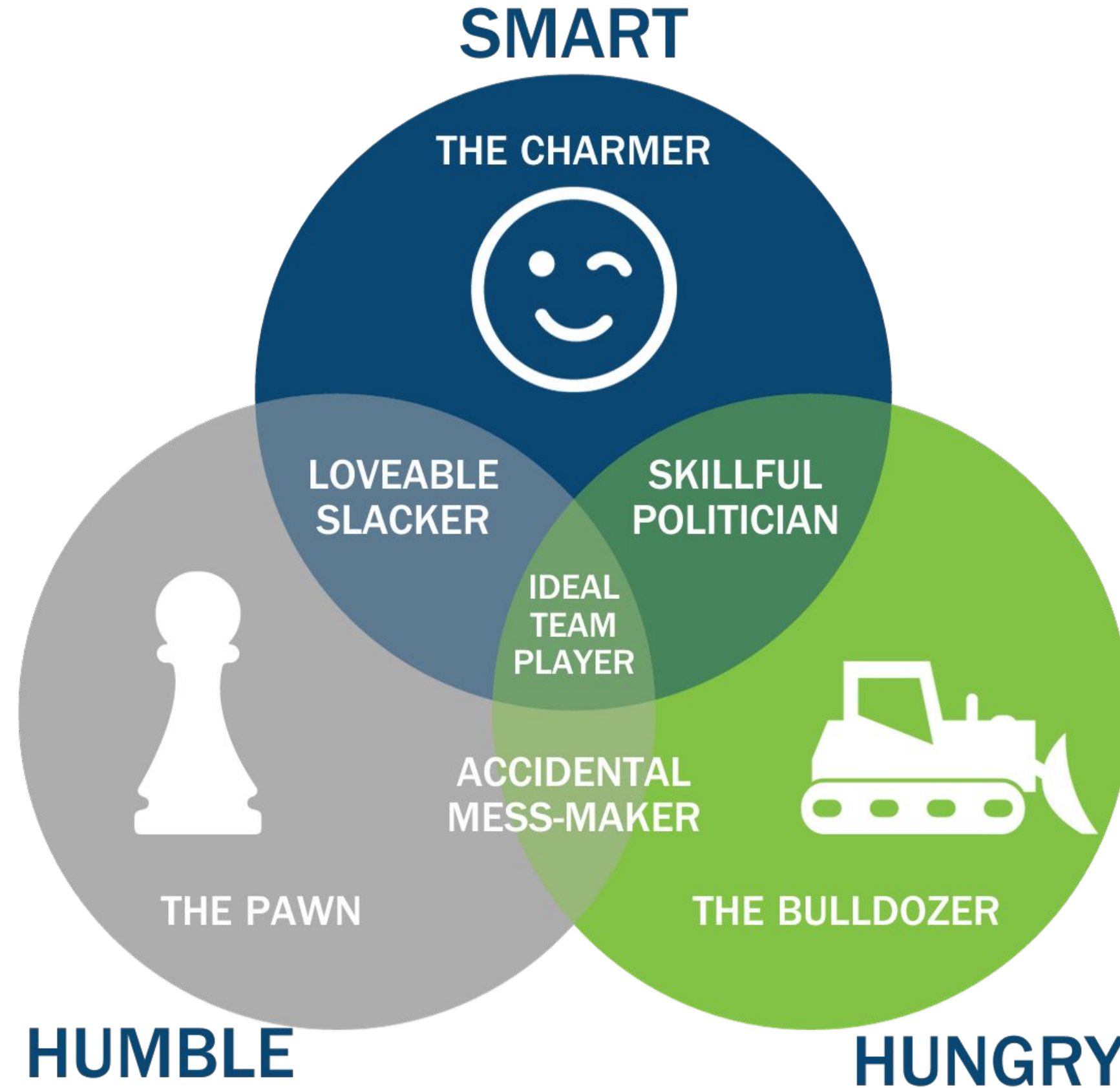
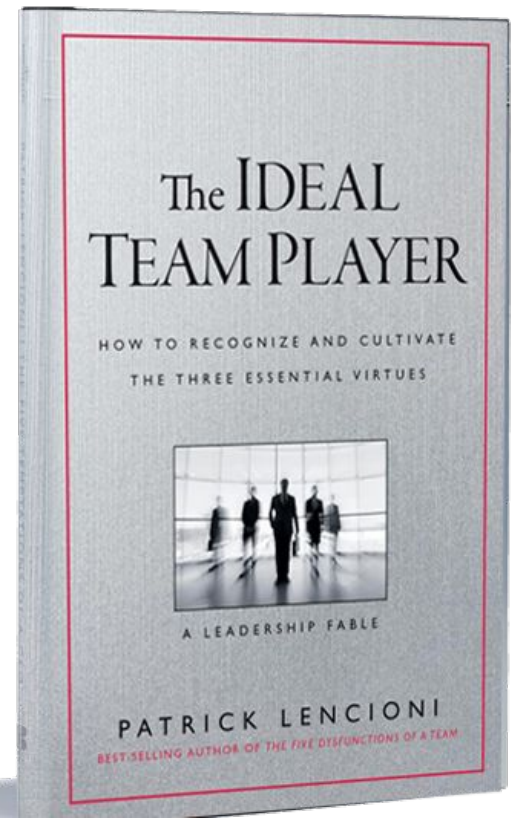
Requirements:



- Embrace our core values of: Welcome to All | Set the Standard | Solutions over Sales | Sustainability in Action | Commitment to Community
- Demonstrate a passion for diversity, equity, and inclusion for advancing cross-cultural competence
- Thrive in a dynamic environment
- Be a proactive team player who takes initiative
- Desire to continually learn new skills
- Be a positive communicator
- Value the importance of health and wellness

[CLICK FOR OPEN JOB DESCRIPTIONS](#)



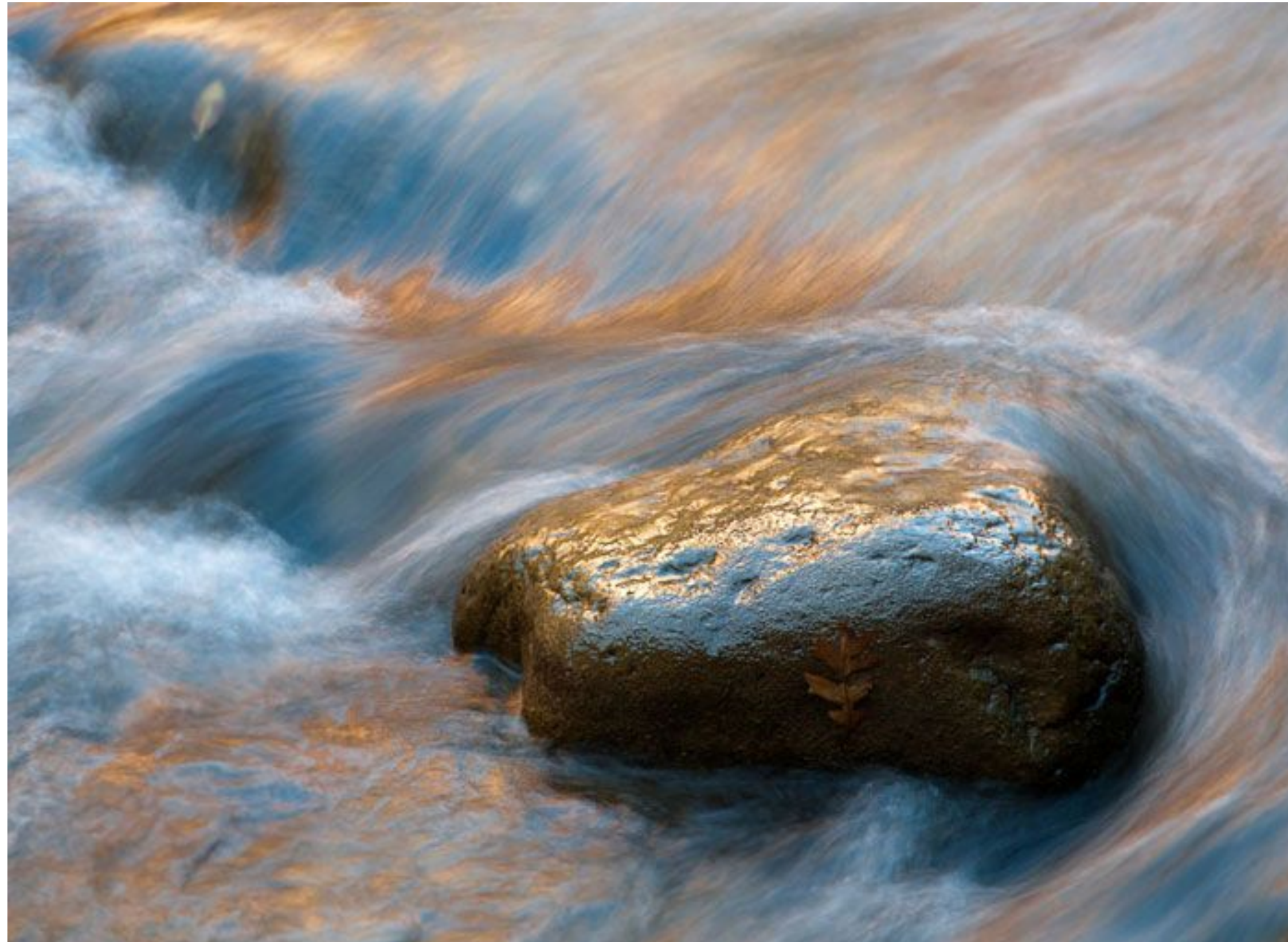


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CULTURE OF CONTINUED EDUCATION



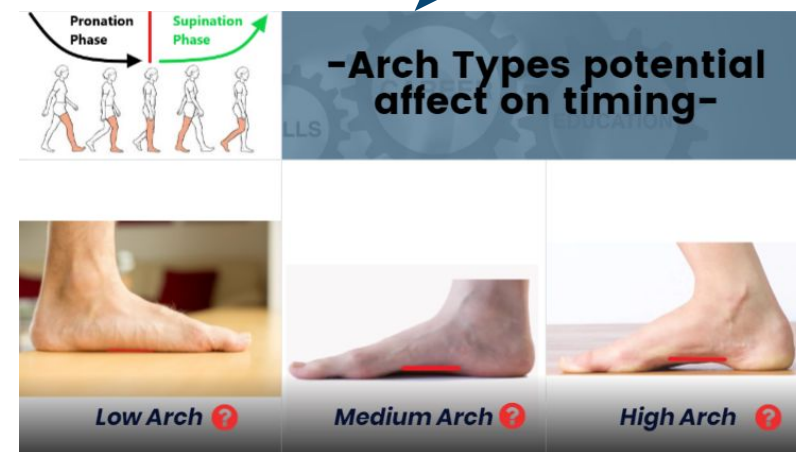
Engagement & Motivation



So... When Should we Supinate?

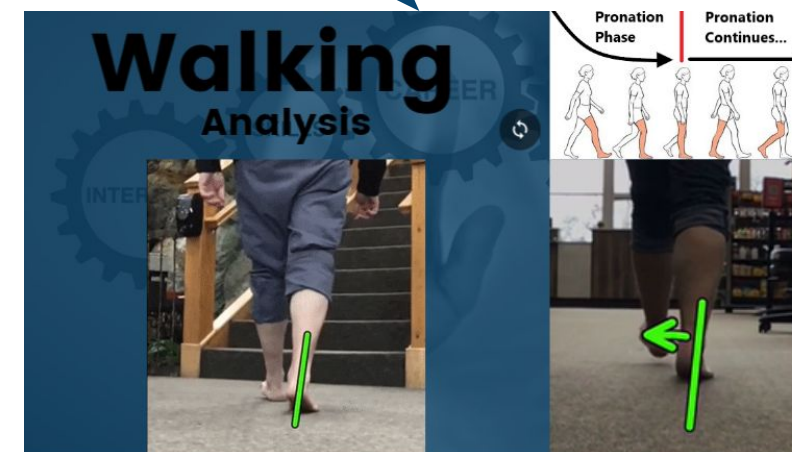
Why Timing Matters...

Pronation Phase | Supination Phase



-Arch Types potential affect on timing-

Low Arch | Medium Arch | High Arch



Walking Analysis

Pronation Phase | Pronation Continues...



Shoe Categories

1) Neutral | 2) Stability | 3) Motion Control



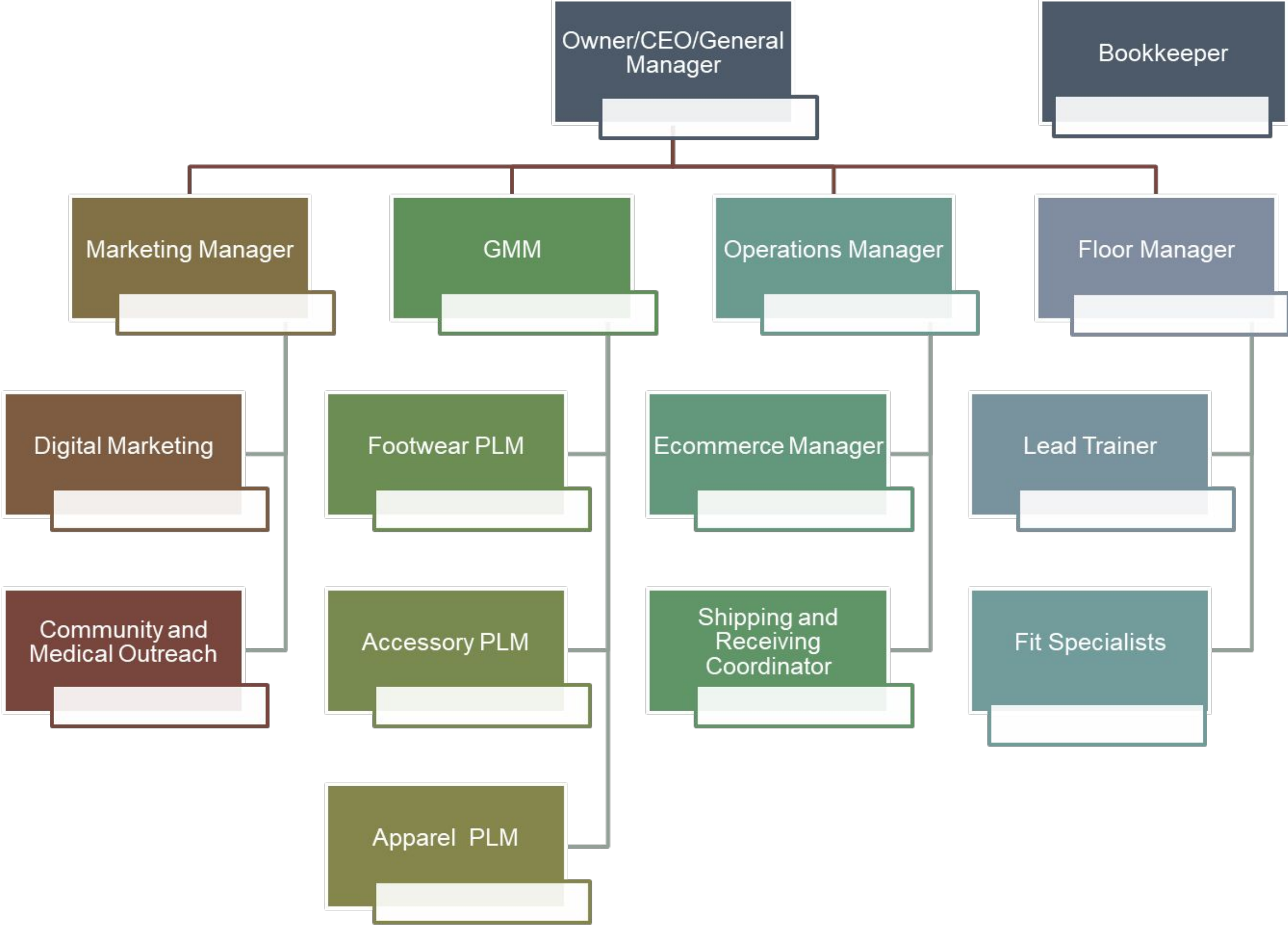
REPEAT



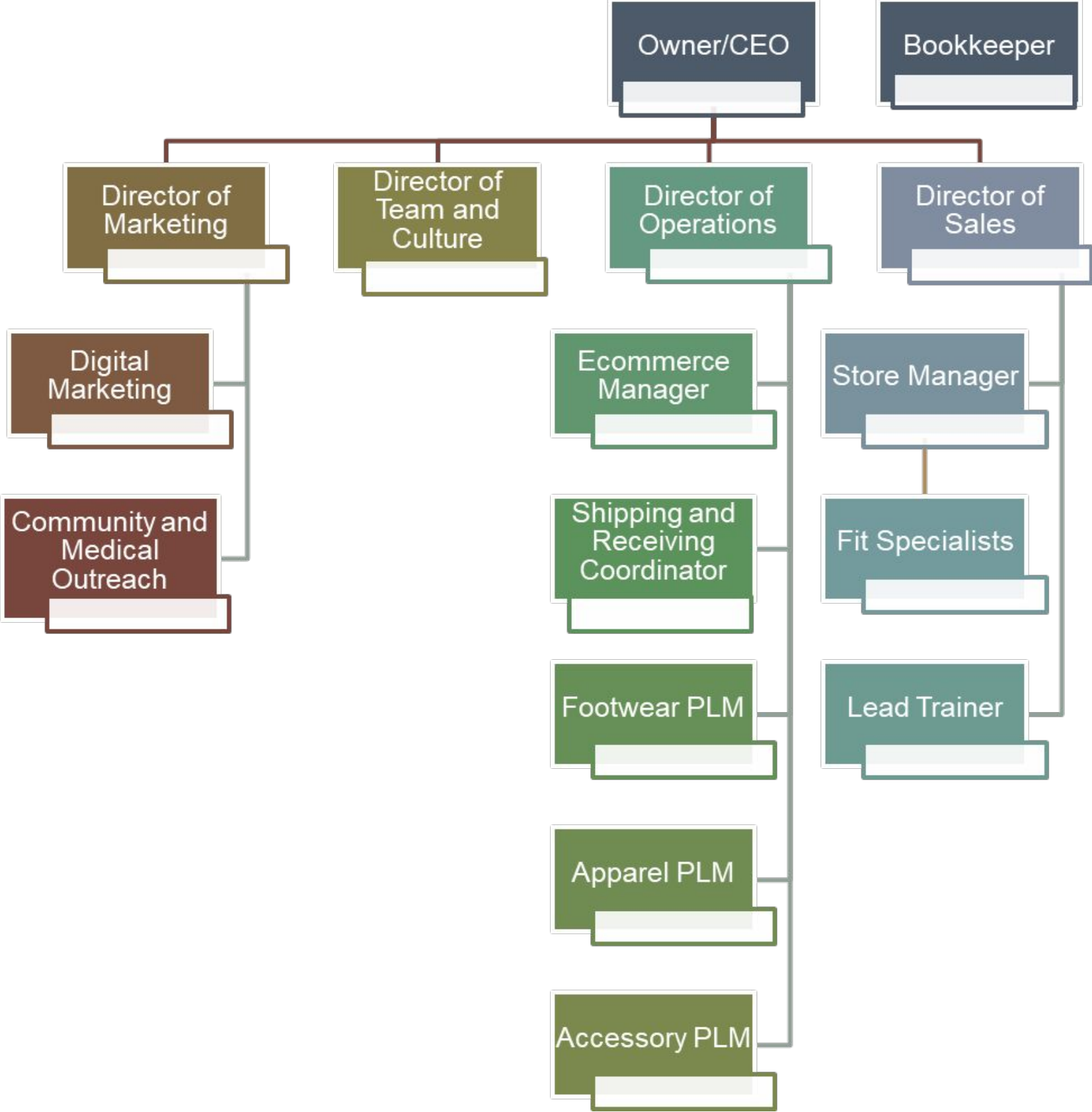




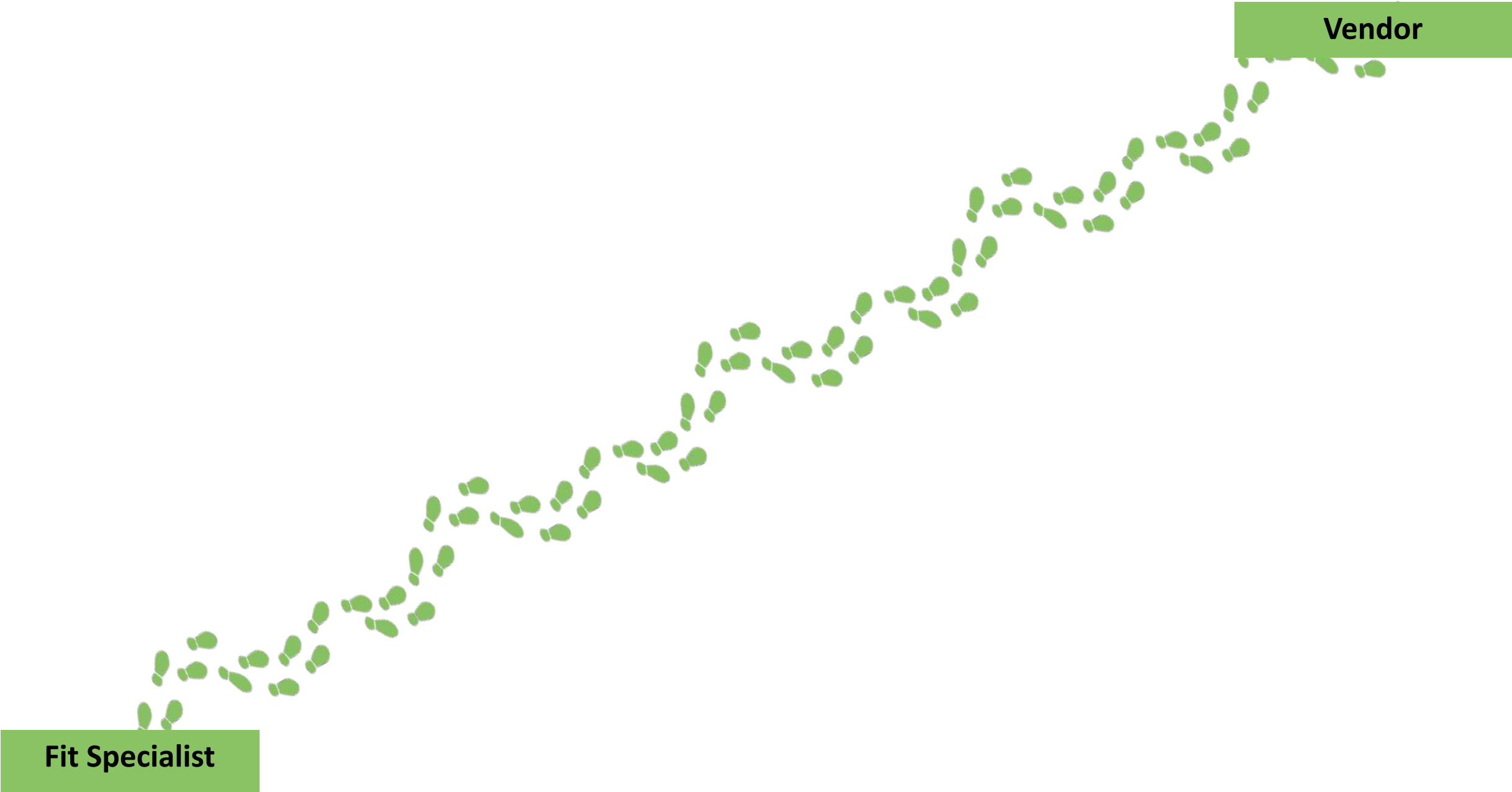
ORGANIZATIONAL STRUCTURE – Current State



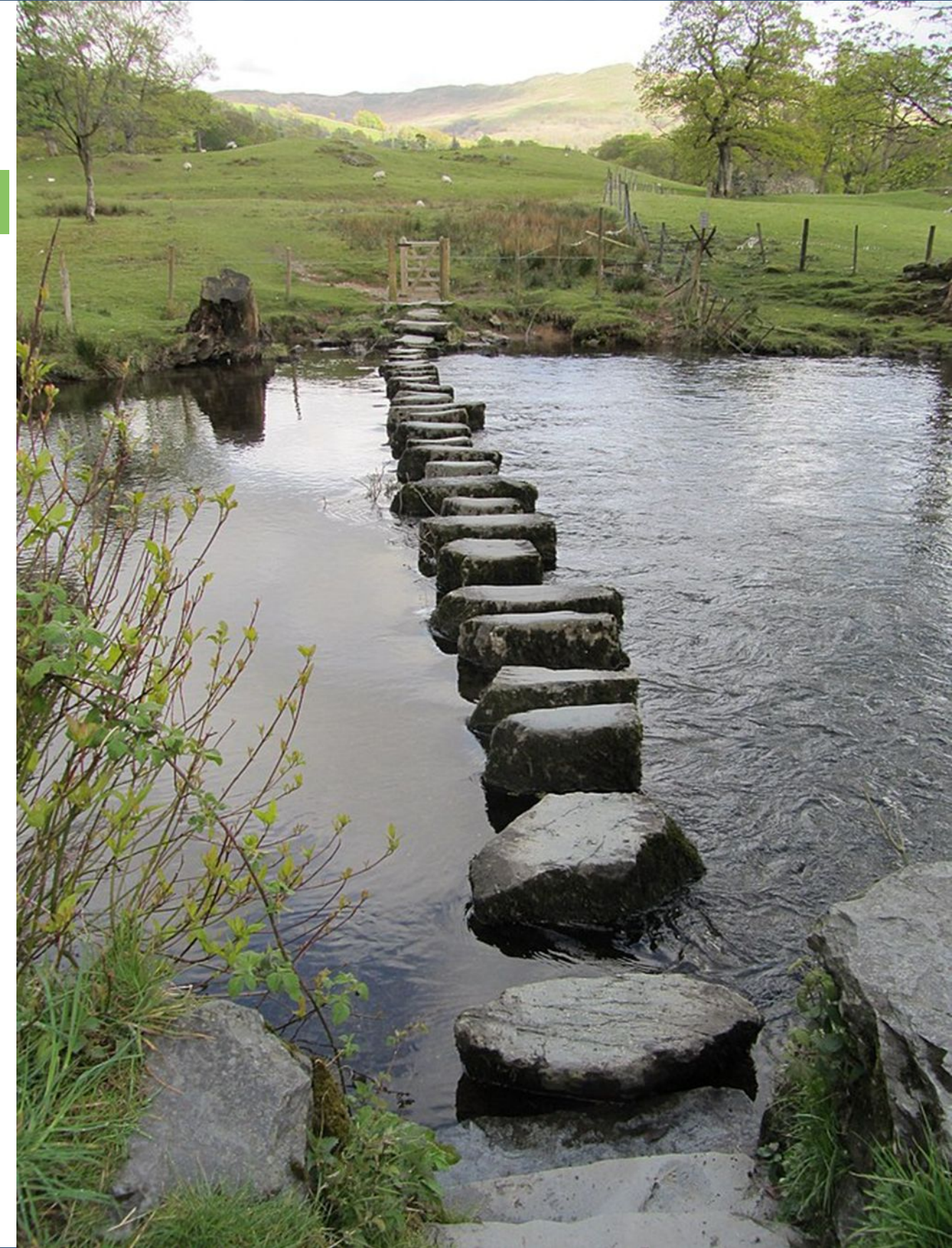
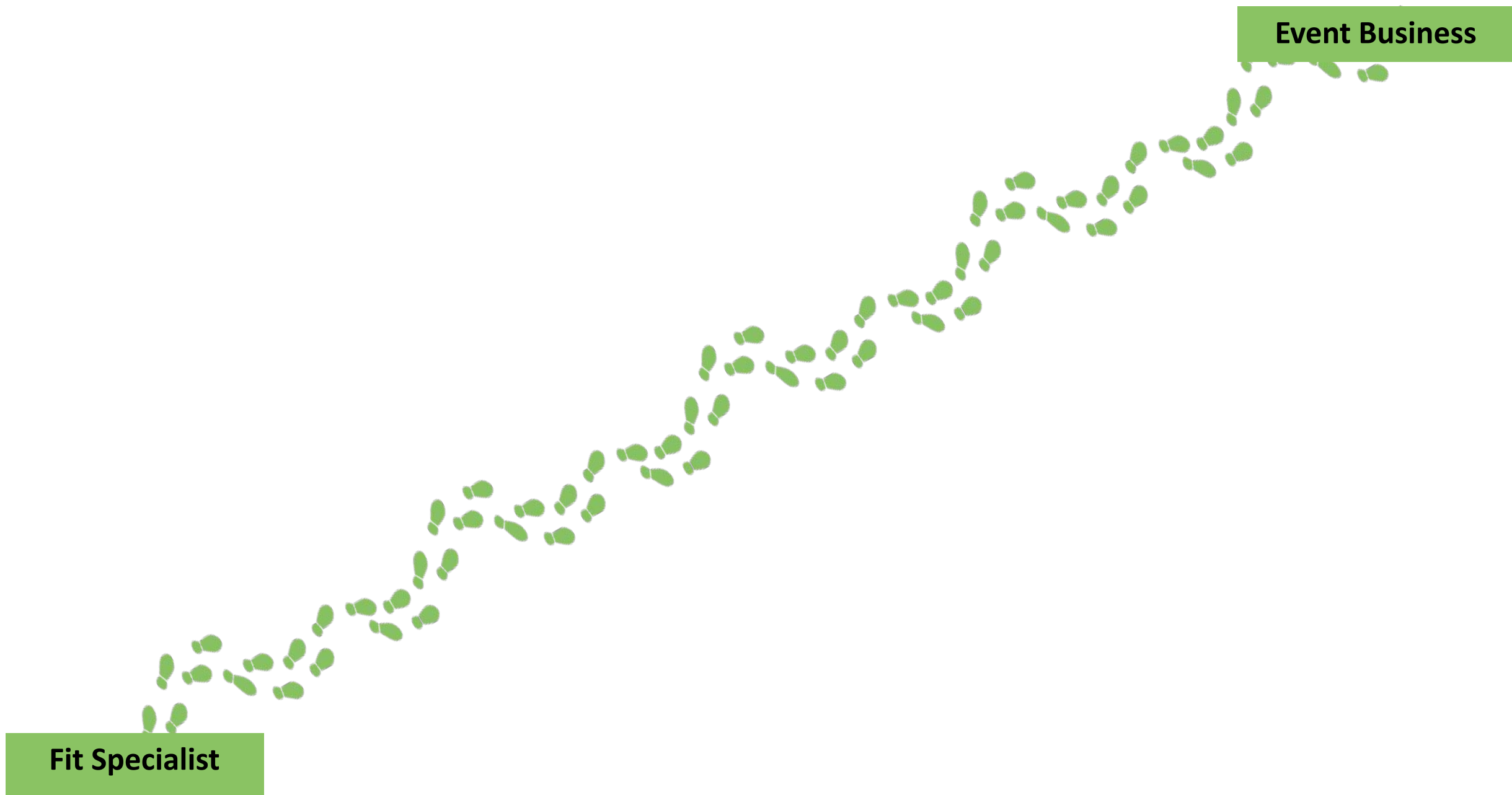
ORGANIZATIONAL STRUCTURE – Future State



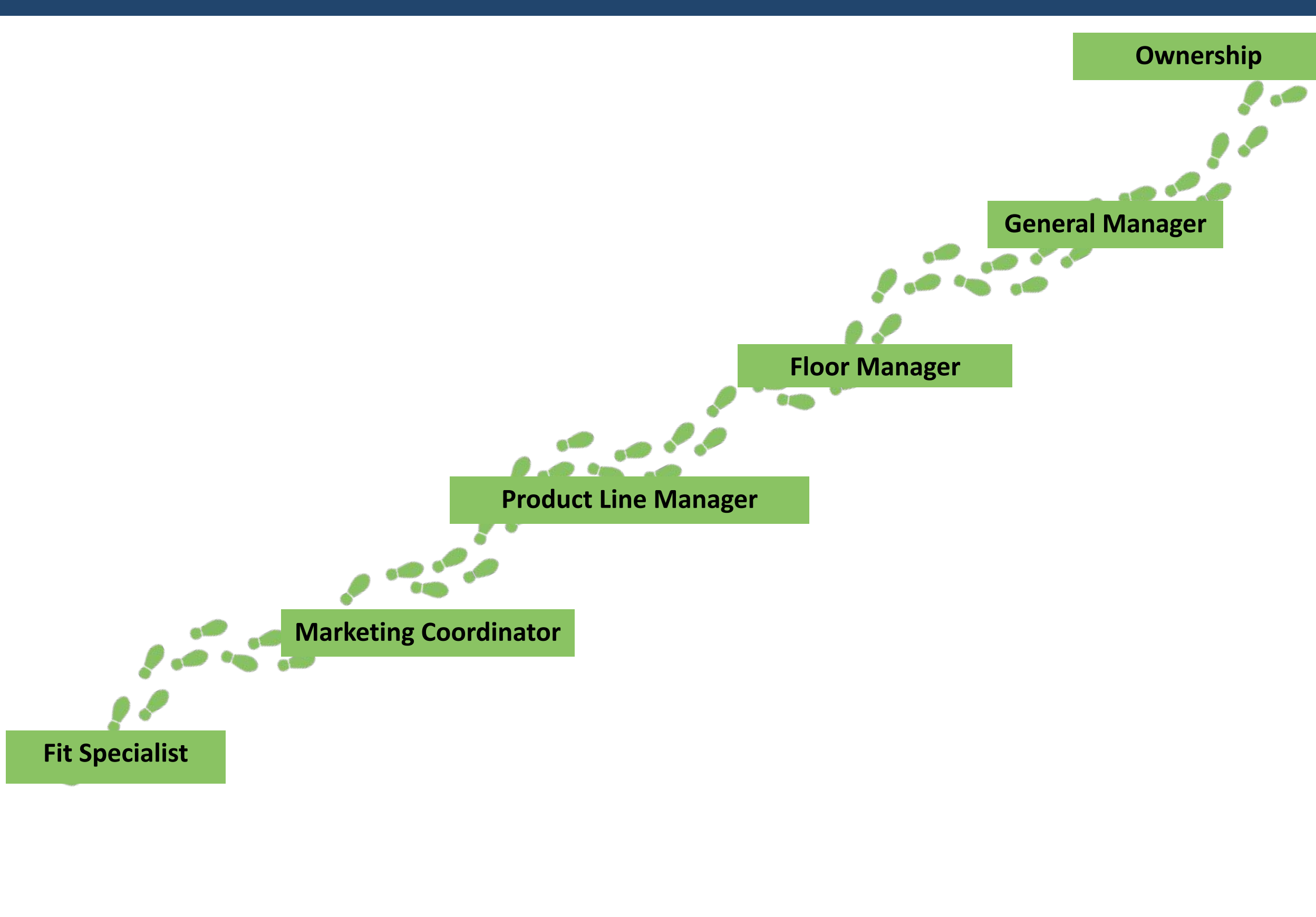
INDUSTRY CAREER PATHS



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2022 Run Specialty Market

Annual Market Size

\$1.3B



Door Account Stats

LOCATIONS: **1,097**
INDEPENDENTS: **69%**

ANNUAL AVERAGE NET REVENUE PER DOOR: **\$1,250,000***

Retailer Stats

AVERAGE DOORS PER ACCOUNT: **1.7**

RETAILERS: **560**

RETAIL LOCATION GROUPS:

DOORS	RETAILERS	PERCENTAGE OF RETAILERS
9+	4	1%
4 - 8	23	6%
3	25	6%
2	70	15%
1	341	72%



Get Industry benchmarks in your inbox every Monday.



UQ CADENCE

BY UPPER QUADRANT IN PARTNERSHIP WITH THE RUNNING INDUSTRY ASSOCIATION



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