

Why, How and What?

Loss Prevention in 2025

The LP-purpose, processes and deliverables in 2025

- Retail landscape
- Leadership
- Data
- Technology
- Loss Prevention
- Simon Sinek - Why, How, What?

The Golden Circle

WHAT

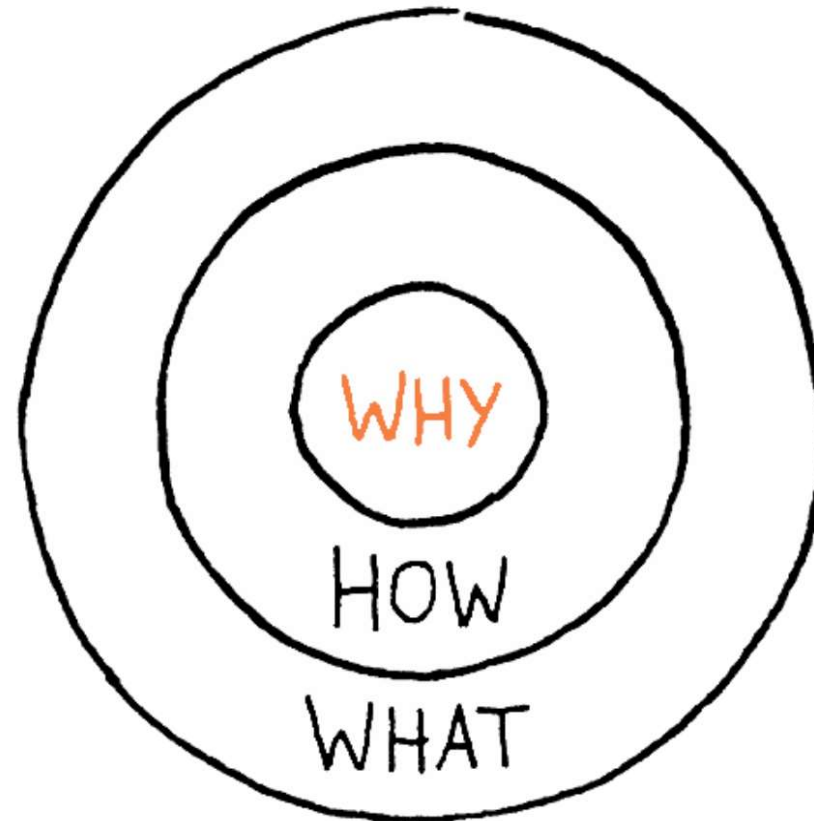
Every organization on the planet knows WHAT they do. These are the products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Examples

	Apple	uber	A Dutch food retailer
WHAT?	We make computers.	We organize taxi services.	We sell food.
HOW?	Our products are beautifully designed and easy to use.	We provide an app to connect passengers with either drivers of vehicles for hire or ride-sharing services in several cities around the world.	We build great local brands, bringing fresh inspiration every day.
WHY?	We believe in challenging the status quo and doing things differently.	We believe transportation should be as reliable as running water, everywhere for everyone.	We believe eating more nutritious food will help reduce the prevalence of diseases and will increase overall vitality.

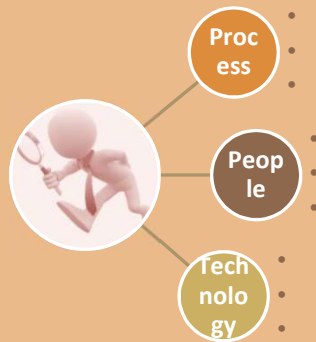
1 **WHY** Will there still be a “Loss Prevention” function in your organisation in 2025? What will be sole purpose/belief/motivation of the “Loss Prevention” team / capability?

2 **HOW** will you practice / “do” Loss Prevention in 2025?
Name 3 key NEW priorities, processes and activities to improve retail loss.
1.
2.
3.

3 **WHAT** will be the deliverables/output/product of Loss Prevention in 2025 and **WHAT** do you need to have in place by then to deliver the 2025 Loss Prevention capability?

OUTPUT/ACTIVITIES

- 1.
- 2.
- 3.
- 4.
- 5.



4 **WHICH** key steps do you need to take next / in 2019 to get from current state to 2025 readiness?

Three empty rectangular boxes with rounded corners, arranged horizontally, intended for writing key steps. A large grey arrow points from left to right behind the boxes.

Example: What, How and Why

- What: We reduce and prevent internal theft
- How: We leverage data, technology and unique skills to identify and then resolve cases / incidents.
- Why: To improve profits for the shareholders

Example: What, How and Why

- What: We reduce incidents of violence and retail crime
- How: We instruct, govern and manage a security guard team to reduce the threat and to manage incidents.
- Why: To keep our stores, colleagues and customers safe

Example: What, How and Why

- What: We prevent colleague safety incidents in the workplace
- How: We engage the organisation, design safe procedures and measure compliance to agreed standards.
- Why: To protect colleagues from harm and reduce costly claims against the company