

Insiders Guide to the Business Storybook Series Lessons

THE SEPHORA STORY

The Business Storybook Series offers a variety of lessons that can be translated into planned activities and programs in which educators can develop lesson plans around.

Below are a few high-level concepts and references in the series that we think could be used as a way to develop lessons around for your students.



Key Partnerships

Sephora's brand partners with Rihanna (PG 36)



Digital Transformation

Sephora has a well-known record of being an early adopter for anything that could help transform their customers experience, and one of the biggest transformations they dealt with was the digital age transformation. (PG 40)



Innovation Lab

"Innovation has always been in our DNA." Sephora disrupted the beauty industry by offering access to their products beyond the makeup counters, to keep with that spirit, they developed a lab with the help of their 14,000+ employees to help elevate Sephora's digital future. (PG 46)

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Personalization and Customization

Creating a customer shopping experience is the name of the game for all brands today, but it is a very personal interaction. See how Sephora responded to this new era. (PG 56)

*Note there are many more examples in the book to discover.

PROJECT

Sephora has been touted highly for its adaptability to new trends and technologies to serve their customers best. From social media and email campaigns to loyalty programs and the in-store experience, Sephora has transformed its customers' experience.

We challenge you to find three new emerging apps or technologies that are currently not being utilized by the company and share how Sephora can introduce the latest app or technology to its customers.

Work in pairs to brainstorm and solidify ideas. Remember, the objective is to enhance the customer experience.