

# NEVER TOO LATE TO KICK START YOUR CAREER

Before starting my Level 4 Retail Manager apprenticeship with SR Apprenticeships, I had spent over 20 years working in retail, predominantly in supervisory roles. I was always committed, hardworking and passionate about what I did, but I lacked the confidence to take the next step into store management. When my Area Manager suggested the apprenticeship programme, I immediately saw it as an opportunity to unlock my potential and progress my career.

**“ Just eight months into the programme, I achieved something I never expected so quickly, I was promoted to Store Manager in my hometown. The apprenticeship has played a huge role in making this possible, equipping me with the skills, confidence and belief I needed to step into a senior leadership role. ”**

One of the biggest changes for me has been developing my leadership capability. Through the programme, I've gained a deeper understanding of different leadership styles, communication methods and how to get the best out of people with different personalities. This has allowed me to adapt how I lead my team, keep them motivated and create a more engaged and productive store environment.

A particularly valuable part of the apprenticeship has been learning how to reflect on my own behaviours. This has strengthened my confidence not only as a manager, but as a person. I now feel more self-aware, resilient and capable of handling challenges positively. Recently, my Regional Manager commented on how smoothly the store is running, feedback that truly reinforced how far I've come and how much the apprenticeship has helped me grow.

**“ I would 100% recommend SR Apprenticeships to anyone looking to develop their skills, grow in confidence and take the next step in their career. ”**



**Lisa Hornby**  
Retail Manager  
Level 4 Apprentice  
Store Manager  
Fraser's Group

What surprised me most about the programme is how engaging and practical the learning is. I initially expected it to be heavily theory-based, but SR Apprenticeships ensures that everything links directly to real-life retail scenarios. The sessions at Shirebrook are a real highlight. The team brings learning to life through group activities, demonstrations and hands-on tasks, making the content much easier to absorb.

Learning alongside other apprentices has also created a strong sense of community. Everyone is on the same journey, supporting one another and celebrating successes together. Being able to learn something one day and put it into practice in store the very next day has been a game changer, the impact is immediate and meaningful.

**“The benefits haven't stopped at work. I've also learned how to manage my time more effectively, balance responsibilities and stay on top of assignments without feeling overwhelmed. Once I found that rhythm, everything began to fall into place, proving that apprenticeships can support personal development just as much as professional growth. ”**

The support from SR Apprenticeships has been outstanding throughout. My Skills Coach Andrea, along with Sam and James, have been there every step of the way. Nothing is ever too much trouble. They take the time to break things down, tailor learning to the Fraser's way of working, and ensure I fully understand each topic before moving forward. You can genuinely tell they care about helping people succeed.