

## Graduate Profile



### Deborah Conlon

Merchandise Analyst

Stream: Buying 2009

Position prior to Grad Program: Service Supervisor - Supermarkets

Degree: Bachelor of Business Management,  
Major in Marketing, Sub Major in International  
Business

1. Why the Woolworths graduate program? (What attracted you to the program? Has it lived up to / surpassed your expectations)

I was originally attracted to the Woolworths Graduate Program as there were multiple rotations that would provide insights into all facets of the business. As I was already working for Woolworths it was a great opportunity to further my career within the dynamic organisation. The program has exceeded my expectations as there have been many challenges and projects that have developed my knowledge and the teams that I have worked with have provided support, guidance and friendship.

2. What would be your key achievement to date / proudest moment on the program?

My key achievement to date would be after entering the Paul Simons Award and proposing a new Focus on Fresh Tasting Module and implementing the changes for stores. This was a great experience where I implemented change in a short period of time, discussing the idea with all stakeholders and gaining vendor support. Being able to see an idea become a reality is my proudest moment on the program so far.

3. What personal and professional skills have you developed since joining the program?

I have become a stronger person, learning many aspects of how I work and how I can improve. I have developed a greater understanding of the impact that decisions can have on many divisions and how all of the steps we take to get products on the shelf for our customers is very detailed and requires a lot of attention. I have developed my way of thinking to encompass all parties that would be affected so that limited issues arise. By developing my skills in excel and outlook through online e-learning I have become more efficient for my day to day tasks.

4. Who are some of the key people you have had exposure to / worked with?

We have had exposure to senior management including Greg Foran (Director of Supermarkets and Liquor), James Aylen (General Manager of Petrol) and many Senior Business Managers and Business Managers across all divisions of the company.

5. How would you describe the culture and working environment within your area of work (i.e. team spirit, work ethics, working independently / as a team)?

My teams members have become good friends not only work colleagues. Everyone is hardworking trying to work towards the team goals and overall business objectives. Each team is different and will work in a different way but I have had the pleasure of working with some fantastic teams that support and encourage you to learn and create a clear understanding of what we are working towards. Everyone has been happy to answer questions but also encourage you to seek multiple sources to find the answer for yourself.

6. What have you learnt about Woolworths Limited and your Division that you did not previously know?

The entire company is a lot more complex and detailed than I had ever thought. There is so much going on in the background that I did not know in-stores. My store knowledge has assisted my learning and I now appreciate both work environments.

7. Do you have a mentor / coach? How have they supported you through the program so far?

I have a mentor who has assisted me along the graduate program; however that is not the only person who has supported me. All of the teams I have worked with have given me great support and confidence to help me learn and succeed. All of these people have been there to ask questions, seek advice and provide guidance and care.