

SHOW NOTES

Season 5 Episode TEASER

Season 5 Teaser

TRANSCRIPT

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00:00:04 – 00:00:40

Welcome back, Cristene. It's good to see you. It has been too long. It's so nice to hear the theme music. It has been a minute, Jeff. How are you? Better. Rested. Which is part of the story, honestly. Retail Done Right is four seasons in, and somewhere in there, I'll just say it, we got tired. Yeah, we lost the passion. It wasn't coming through, and we both heard it. So we stepped away, talked it through, and after a lot of reflection and a lot of conversations, we kept landing in the same place.

00:00:41 – 00:01:11

Which was... that for four seasons, we've been talking around something instead of through it. Season five, we go through it. We start with how shopping actually feels and work outward from there. That's our singular focus this season. The emotional connection. And the premise is simple. Shopping is one of the few nearly universal experiences that humans share. It happens in physical and digital spaces.

00:01:11 – 00:01:46

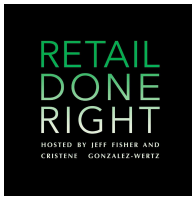
It carries memory and our identities hooked up in it. Family and dignity. And in some cases, love and grief. It's also a place where the gap between what corporations say and what humans actually feel is much closer to the surface than almost anywhere else in modern life. This season, we want to close that gap. Each episode begins with a feeling, not a trend. We talk to people who are actually in the experience when they go in a store and then we work back through the design or the policy or the technology or the economics that produce that feeling.

00:01:46 – 00:02:20

The people who shape this approach for both of us are not retail analysts. They are people who talk about store experiences and who feel those emotions quite personally. As Simon Sinek said, people don't buy what you do, they buy why you do it. and I love it, but we take Simon Sinek seriously this season. That's a lot of S's. Every episode begins with the why and works outward because the why is what people actually carry with them long after the episode ends.

00:02:21 – 00:02:52

We believe that shopping is human. Let's keep it that way. And this isn't a slogan. It commits us to defending something that's genuinely under threat. The defense is not nostalgic. It's forward-looking. Because what AI and algorithms are doing to retail is precisely what makes the human dimension worth protecting now. We're renewed, ready, focused. It's time to talk about shopping again. Yes. Yes, it is.



00:02:53 – 00:02:53

Let's go do it.

This is **RETAIL DONE RIGHT**.

- [Michael Cooke](#) via Upwork is our brilliant sound engineer and editor
- [Jade Siriswad](#) is our theme music composer
- Please subscribe on [Apple Podcasts](#), [Spotify](#), or your favorite podcast platform
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RETAIL DONE RIGHT is produced, written and hosted by [Jeff Fisher](#) & [Cristene Gonzalez-Wertz](#)