We estimate the causal effects of responsible scheduling practices on store financial performance at the U.S. retailer Gap, Inc. The randomized field experiment evaluated a multicomponent intervention designed to improve dimensions of work schedules—consistency, predictability, adequacy, and employee control—shown to foster employee well-being. The experiment was conducted in 28 stores in the San Francisco and Chicago metropolitan areas for nine months between November 2015 and August 2016. Intent-to-treat (ITT) analyses indicate that implementing responsible scheduling practices increased store productivity by 5.1%, a result of increasing sales (by 3.3%) and decreasing labor (by 1.8%). Drawing on qualitative interviews with managers and quantitative analyses of employee shift-level data, we offer evidence that the intervention improved financial performance through improved store execution. Our experiment provides evidence that responsible scheduling practices that take worker well-being into account can enhance store productivity by motivating additional employee effort and reducing barriers to employees adhering to the scheduled labor plan.