

Auto Shop Tips© by Michael Strautman

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Auto Shop Tip #14

Maximizing Your Training Investment

By Michael Strautman

We have heard of many shop owners across the country spending tens of thousands of dollars on business ownership training. Often, when asked, shop owners say that their businesses are only slightly improved. Business ownership – especially shop ownership and its success or failure will be determined by how you implement concepts talked about in training. Consequently, **for every inaction - there is an equal degree of improvement.**

Shop owners are typically technicians by nature. They work very hard to ensure their customers' vehicles are repaired properly and in a timely manner. They will stop at nothing to make sure that things are done right – the first time. Interestingly, while this is true of the production side of the business, most shop owners do not hold the same affection for business changes. Without action, your training investment is lost. How much money have you spent on business ownership training? If you can answer this question with anything above \$1.00 consider the following steps:

1. Schedule "Me" Time – This is time that should be dedicated to you and your business improvement. What training have you done that you still haven't used? Everyone coming in contact with the business is counting on your success. Customers, staff, and owners alike are served by the business. **This is worth working on.**
2. Once you schedule the "Me" Time – Write down (in a systemic form) in sequence what are the most important changes for you to make. Write a simple system on how each should be done step by step (Why, What, Who and How)
3. Delegate this item (if possible) to a member of your staff, train them and ask them to initial the system that they have been trained.
4. Repeat 1 through 3 until all changes are completed.
5. Follow up to ensure and measure changes have been worthwhile to the business, if not go back to Step 2.

My recommendation: don't fall victim to inaction with your business! This only delays the results of training, minimizing your return on investment. Furthermore, don't expect complete perfection in the systems and processes. If they are executed 80% of the time, they will still work to your benefit. If the systems are completed less than 80% of the time, re-train and document discussions with your team acknowledging the training. Allow the accountability for each system to rest with whom you have entrusted the system. This will ensure the training investment you have made will continue to pay off regularly.

If you are tired of a business that never changes for the better, please visit with me on steps you can take to end the inaction. Just email me at mike@turnaroundtour.com.

