

Dusty Shelves Syndrome by Gary Gunn, AAM

Automotive training has become a very competitive market. You need only pick the amount of money and the subject on which to spend it. You may find the same material re-packaged with a new presentation. How much money have you spent training yourself and your staff? Where are those resources? Are they gathering dust on the shelf; or a living reality in your business? Before training again, consider the following.

Use what you have learned. Look on your shelf for dusty resources and re-acquaint yourself with the concepts taught. Have you really implemented what it taught? You must have bought it because there was something you didn't want to forget. Did you forget? Real training should create independence rather than dependence.

FREE Payoff Tools would be a great place to start. Don't forget to come to the FREE Payoff Tools Workshop 36 times per year. You will be notified by email one day before each workshop.

When considering further training ask the following:

1. Is this NEW information? Why do I need it?
2. What will I do with the information after the event/course?
3. Will the company help me use the concepts after the event is over?

Most of your time training should happen AFTER the event is over. Simply getting emotionally charged will not create change. A few weeks later you will be back into your previous routines--unless you have a plan with which to implement. The event encourages decisions, and the process encourages development. Do you have a process for implementing business changes, or do the resources only sit on the shelf gathering dust? The books on the shelf represent decisions you have made, the dust represents the lack of development.

Successful businesses will have at the helm one who balances both decisions and development. Most people spend more time talking about why a change should happen than actually changing it. Do you know the reason? It takes less physical work to think than it

does to act. If you need help with the dust on your shelf, email me at ggunn@turnaroundtour.com.