



# Chris Collins' High-Performance Service Manager Academy Training 105

website: [chriscollinstraining.ca/service-training-programs/](http://chriscollinstraining.ca/service-training-programs/)

## Overview

This Service Manager 105 course is the fifth installment in our advanced automotive Manager Academy series. Like its prerequisite programs (101, 102, 103, and 104), this comprehensive training is intended for current and future Managers of automotive Service and Parts departments. In addition, we are looking to encourage and inspire leadership in the Service Department to stay and promote within the store.

This advanced course focuses on strengthening existing teams. It explores leadership and new systems of employee motivation, accountability, retention, supervisory tactics, and more. A “human-centric” lens is often neglected in automotive management practices, yet is crucial for dealership function and therefore becomes a primary element in this program.

Department Managers will gain insider strategies and high-level critique on their application of systems for supervising and mentoring employees, including implementation of mutual accountability, goal-setting techniques, customer orientation, and employee retention/turnover methods. They will be able to exercise key concepts and practices they've developed for bettering their automotive dealerships. Each attendee will receive a service Manager workbook and resource guide with step-by-step instruction, diagrams, time-saving documents and worksheets.

Instruction for this course is conducted in person in a classroom setting, facilitated by a live Chris Collins Certified Instructor, and remotely through Chris Collins *On-Demand* video-based training. This program may be delivered in tandem with our Service Advisor 104 training to maximize the impact on all levels of the dealership.

See Pages 2 - 4 for full Curriculum Outline, Pricing, and other details.

*Chris Collins' Service Manager Academy 101, 102, 103, and 104 are mandatory prerequisites of this program, as the concepts and tools herein build on those taught in the previous courses.*

## Course Outline

*Each module includes approx. 8 hours of in-person training and approx. 2 hours of online facilitated training.*

### **Module 1 – The New Workplace**

This module will give Managers the tools and confidence necessary to go out and learn about the best way to adjust their schedules for maximum productivity and also help with employee culture and morale. Alternative schedules permit greater flexibility by enabling employees to work longer shifts on a fewer number of workdays and provide related benefits such as decreased commuting time and costs. These schedules also permit nonexempt employees to work more than eight hours in a day without incurring daily overtime. Managers will learn more about how to use these ideas as tools.

Topics include:

- Understanding alternative shifts and flexible scheduling
- Understanding how your market may be different
- Workplace safety and employee monitoring
- Rethinking calendars and embracing advanced scheduling/hours
- Using work schedule for morale, recruiting, and retention

### **Module 2 – Real-Time approach to Employee Feedback**

Managers learn how to create a passionate, loyal, and productive workforce. Develop a top-tier, cutting-edge team to serve your business through thoughtful, and timely feedback. Managers learn easy-to-distribute feedback and use it as a tool that will be a key ingredient to success in 2022 and beyond.

Topics include:

- From Annual Performance Reviews to Daily Conversations
- How to use date and transparency to avoid subjective feedback
- Understanding and embracing the Modern Workforce
- Creating a strong culture of feedback
- Generations in the workplace and how to speak a language of effective feedback
- Recognition, Motivation, Strengths-based training

### **Module 3 – Laws of Leadership Laws 1-5**

One characteristic of great leaders is the sense of ownership. A strong sense of ownership means that the individual deeply cares about and feels responsible for doing a good job for their customers, their team or their company. Owners don't assume someone else is there to catch the ball, they go for it. That must be their default behavior.

In these first five videos, we focus on point of view. Leaders are accountable for the reliability of systems that their teams own. A Leader cannot instill a great sense of ownership into their team members without feeling responsible and being accountable for the end-to-end experience of their customers. Learn how to install this ownership throughout your entire team in this module.

Topics include:

- Law #1 - Internal Locus of Control is Your Declaration of Independence
- Law #2 - Leave Nothing Undone That Might Blemish Performance and Potential
- Law #3 - If You Can't Lead Yourself, You Can't Lead Others
- Law #4 - Vision is the Gateway from a Manager to a Leader
- Law #5 - Your Outcome is Limited by the Degree You Compromise

### **Module 4 – Laws of Leadership Laws 6-11**

If we want to have a successful organization we must have a culture based on a strongly held and widely shared set of beliefs that are supported by strategy and structure. This happens when the

employees understand what Leadership wants, when employees believe that their decision aligns with that, and employees know that they will be rewarded for demonstrating the organization's values.

Service Managers have a vital role in perpetuating a strong culture, starting with recruiting and selecting applicants who will share the organization's beliefs and can thrive, implementing orientation, training and performance management programs that outline and reinforce core values and ensure appropriate rewards and recognition go to employees who truly embody the values. Learn how to implement these successful steps in Law 6-11.

Topics include:

- Law #6 - Culture is the Complete Opposite of Chaos
- Law #7 - Find the Right "Who" VS the Right "How"
- Law #8 - Reinvention Drives Progress
- Law #9 - Fear of Success is More Lethal Than Fear of Failure
- Law #10 - Everything is an Exchange of Value
- Law #11 - Never Practice During a Live Game

### **Module 5 – Laws of Leadership Laws 12-17**

Service Managers and Dealership Leadership have to identify how much weight they will give to the data and how much weight they will give to the people. This is the basis of “art” vs. “science” in approaches. In this module, we dive deep into facts and data, and how it is used by people to move towards success. This is the final set of videos in the last module for The Laws of Leadership that help pull together all of the principles and understand them for implementation.

Topics include:

- Law #12 - Better to Win Than be Right
- Law #13 - Success is Attracted to Clarity
- Law #14 - Whoever Wins the Propaganda War, Wins
- Law #15 - Never Assume a Social Contract
- Law #16 - The Outcome of Your Results is the Truth Process
- Law #17 - Leadership is the Melding of Art and Science

### **Goals (Outcomes) of the Training**

Service Managers that become certified in this course will experience the following:

- Higher levels of employee retention, engagement, accountability and goal-setting.
- Stronger and more enhanced levels of team values.
- An advanced understanding of financials and how to achieve service profitability.
- A stronger culture of training and constant improvement.

The Dealership Service Department will have:

- Increased levels of personnel engagement within relevant departments.
- Increase in Labor and Parts sales per vehicle (Hours Per Repair Order).
- Improved employee satisfaction and lower turnover.
- Increased Effective Labor Rate.

### **Evaluation**

Students will be provided with exams to test their level of knowledge upon completing each Chris Collins On Demand course and will receive a certificate of completion based on a passing grade of 80%.

## Timing and Fees

**Total Duration:** 6 months.

**Course Hours:** 4 in-person training sessions (8 hours each, one session per module) = 32 hours

Approx. 2 hours *online* training per Module = 8 hours

**Total Hours:** 40 Hours

**Delivery Method:** Training is delivered through a combination of in-person sessions, scheduled throughout a six-month period at client's location, and remote *On Demand* training sessions.

**Course Capacity:** Maximum of 20 participants.

**Cost:** \$9,000.00 CAD per participant.