



JULY 2003

### **“COLLABORATION” WITH YOUR STAFF CAN PRODUCE SURPRISING RESULTS**

When one spends 28 years in this industry, you have had the opportunity to study many shop operators and see how they handle, and interact with their staff.

There are many shop owners out there who treat their staff with very little respect. That is what they hire.....**people they feel they can manipulate, dictate to, and control. They manage by threats, fear and intimidation.** They usually end up with exactly what they go looking for.... weak employees. These operators have a huge chip on their shoulder and are always out to prove something. One common denominator is that they always complain about the people that work **“for them”**. These shop owners don't get it now, and I believe they will never get it in their lifetime.

The best shop owners that I have studied, understand one important point, namely, **staff are people too.** These owners are capable of seeing things from their staff's point of view. They can see this because **they have learned the importance of “collaborating” with their group.** Today, bringing the staff “into the business” by asking for their opinions on how they think things should be done to get the desired results, teaching them the realities of business today in terms of how gross profit/net profit is affected by certain actions throughout the shop, and giving them defined responsibilities, **produces accountability** and raises the bar of the shop. In these scenarios the staff work **“with”** the owner, not “for” the owner.

In these better shops, owner/managers truly realize that they can expect from their employees precisely, and usually no more, than the **quality** of the example they set for them. Great owner/managers will **inspire their personnel**, direct and guide their work, and **set examples for them by their own actions and attitudes**, including the minor details of their actions and attitudes. They know you can buy a man's time; you can buy his physical presence at a give place; you can even buy a measured number of his skilled muscular motions per hour..... **BUT** ..... **you cannot buy enthusiasm; you cannot buy initiative; you cannot buy devotion of hearts, minds or souls. You must EARN these.**

Constant collaboration with the staff will keep shop management in sync with today's personnel realities. **When Management lives and breathes the same aspirations, and the same anxieties, of their staff, it is so much easier to move things forward.**

**“Collaborate” with your staff daily**, and watch how loyalty, and sincere concern for the betterment of the entire shop, starts to rise to the surface over the next year. When this happens you now know the group takes **“pride”** in their day-to-day shop activities and they truly **“feel”** part of the shop. Let them enjoy the experience..... and shop owners and managers will marvel at the results.

Visit us at [www.ekw.ca](http://www.ekw.ca) and explore.  
[www.aaec.ca](http://www.aaec.ca)!

Try the **FREE 24 Hour Test Drive** at

Shop Owners.....Participate in the June 2003 Survey. Last chance!! Registrations close Friday July 4th at noon!!!! Log on to [www.ekw.ca](http://www.ekw.ca) and click on Ontario to see the registration icon.

