



**MARCH 2003**

**UNDERSTAND WHERE YOUR STRESS COMES FROM, THEN TAKE ACTION TO RELIEVE IT**

Shop owners from coast to coast are feeling the stress of the business. There is no doubt, that if you have been in this industry more than five years, you are feeling the **change of the consumer**, the **demands of the staff**, and the **necessity today to have a “better way” to make the business work to make real net dollars.**

The fact is, the average Independent shop in Canada, is under staffed by one person in the office and one person in the bays. Take a good hard look at your own shop processes. Are you swamped with “stuff” to do in your business that: 1. You didn’t use to do before, and 2. You don’t like doing today?

Everyone acknowledges the shortage of competent people, but don’t let that stop you from looking for individuals whom **you can train** to do the little things that you seemingly have taken upon yourself to do. As owner/manager of the business, your time must be better utilized to allow you to focus on building the business processes that **grow net income** for the company. This cannot be done if you are tied up doing menial tasks throughout the shop day in and day out.

Revisit everything you do during the day, and ask your self honestly, “Can I train someone to do this for the company?” “Is it possible to let this function go to someone else?” Delegate the obvious to free up your time. Perhaps there is the possibility of a student, or retired person, to be hired and trained into the function. Be honest and open with yourself on this analysis. Don’t have the attitude that only you can perform the function.

Management today must spend their **energy, and focus, on the business processes and functions** that build **positive business relationships** and **business net income**. This could include sitting down and doing an inventory of your shop’s personnel talents to see where improvement of each individual could be made, or spending time to improving the right front counter processes that ensures the shop gets and retains all the client’s maintenance business, or what should be done to turn a customer into a potential client, or interviewing clients to see if the shop is getting the entire “fleet” at home such as the spouses and children’s vehicles. All points would represent untapped potential for the shop that ends up producing more productivity and grows net profit for the shop.

Consider spending one full day at home this month, with strict instructions not to be disturbed, just thinking, and making notes, about your business, its processes, your personal processes, and the shops opportunities to enhance its profitability. It could turn out to be the best day you have spent on the business so far this year, and the most profitable.

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