



**PROFESSIONAL. PROUD.**

## Igniting Improved Performance

presented by

**Ken Stellon**  
Vice President of Consulting Services



PLEASE SILENCE ALL CELL PHONES AND PAGERS AT THIS TIME. THANK YOU.

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### Items of Review

- Identifying Today's Labor Challenges and Trends
- Understanding Generation X and Generation Y
- Getting Through to Today's Employees
- Delivering Results - The Khoury Performance Equation
- Moving from Support to Separation
- Avoiding Common Pitfalls & Embracing Best Practices of Khoury Clients
- Fueling the Fire - The Personal, Professional, & Financial Payoff

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- Near "full" unemployment

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2001	4.2	4.2	4.3	4.4	4.3	4.5	4.6	4.9	5.0	5.3	5.5	5.7
2002	5.7	5.7	5.7	5.9	5.8	5.8	5.8	5.7	5.7	5.7	5.9	6.0
2003	5.8	5.9	5.9	6.0	6.1	6.3	6.2	6.1	6.1	6.0	5.8	5.7
2004	5.7	5.6	5.8	5.6	5.6	5.6	5.5	5.4	5.4	5.4	5.4	5.4
2005	5.2	5.4	5.2	5.1	5.1	5.0	5.0	4.9	5.1	5.0	5.0	4.9
2006	4.7	4.8	4.7	4.7	4.6	4.6	4.8	4.7	4.6	4.4	4.5	4.5
2007	4.6	4.5	4.4	4.5	4.5	4.5	4.6	4.6	4.7	4.8	4.7	5.0
2008	4.9	4.8										

*Note: 23% drop in available manpower since 2003*

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## Then and Now: The Changing Employer-Employee Dynamic

- > Employment trends (5% Unemployment, Baby Boomers leaving / Gen Y Boom entering en masse)
- > Employee attitudes evolving

Demographic	The Traditionalists	Baby Boomers	Generation X	Generation Y
Years	Pre-1946	1946-1964	1965-1976	1977-1994
Group Size	42,000,000	72,000,000	48,000,000	70,000,000
Shaping Events	WWII Great Depression	Vietnam War Woodstock	Birth of Internet Gulf War	9/11 Columbine Virginia Tech
Labor Relationship	Employer "Infallible"	Employer = Security	Employer = Equilibrium	Employer = Prospect
Employer Possesses	90% Power	75% Power	50% Power	25% Power

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## A Closer Look at Managing... Generation X

- > Ages 31-43 (imminent financial need, life crossroads)
- > Strengths
  - > Desire, Motivation
  - > Competitiveness
- > Desires
  - > Stability
  - > Ownership
  - > Recognition of maturity, seriousness
- > Needs
  - > Career definition
  - > Family-oriented flexibility
  - > Aggressive income growth




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## A Closer Look at Managing... Generation Y

- > Ages 18-30 (self-development/self-determination)
- > Strengths
  - > Technical savvy, general understanding of world
  - > Exceptional multitasking ability
- > Desires
  - > Intense and defined personal skill development
  - > Varied work, challenges, team unity
  - > Balance
- > Needs
  - > Developmental plan
  - > Understanding of personal importance/contributions
  - > Consistent recognition and attention

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## Common Small Operator Challenges

- > Time
- > Financial resources, cash flow restraints
- > Not comfortable with what to personally coach
- > Not comfortable with how to personally coach
- > Poor personal planning
- > Focused on Group dynamics versus Team dynamics
- > Employee leverage

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## Coaching - Critical Action Items

- > Internal Revenue Generation - Frontline Service and Sales Process



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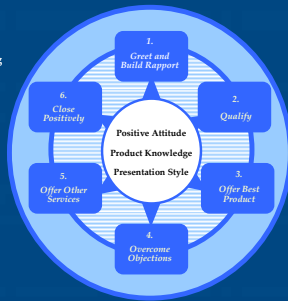
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- > Being a Professional
  - > Positive Attitude - Manage Mental Input
  - > Product Knowledge - Test for Understanding
  - > Presentation Style - The Four Levels
- > Guidelines for Maximizing
  - > Top Down Selling
  - > Focusing on Product not Price
  - > Avoiding Self Projection
  - > Achieving Quality/Quantity
  - > Mastering The Five Benefits
- > Overcoming Objections
  - > Preparation
  - > The Five Primaries
  - > Matching
  - > Benefits vs. Consequences



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### Coaching - Critical Action Items

- Internal Revenue Generation - Frontline Service and Sales Process
- Effective Sales Management – The Khoury Performance Equation



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### The Blueprint – Khoury Performance Equation

The Right Environment  
+  
The Right Fit  
+  
The Right Action  
=  
**Performance Potential**

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### The KPE – The Right Environment



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## The KPE – The Right Fit

Value  
Source Select

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## The KPE – The Right Action

Expectation  
Standards  
Training Measurement

Motivation  
Incentive  
Accountability Recognition

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## Coaching - Critical Action Items

- Internal Revenue Generation - Frontline Service and Sales Process
- Effective Sales Management – The Khoury Performance Equation
- Time Management and Prioritization

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### > The Weekly Plan

#### > Personal Goals and Objectives

What could you do with an extra 2-5 hours per week?

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### Effective Prioritization

Organizational Impact: <b>Great</b> Ease of Implementation: <b>Easy</b>	Organizational Impact: <b>Small</b> Ease of Implementation: <b>Easy</b>
Organizational Impact: <b>Great</b> Ease of Implementation: <b>Difficult</b>	<del>Organizational Impact: <b>Small</b> Ease of Implementation: <b>Difficult</b></del>

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### Coaching - Critical Action Items

- > Internal Revenue Generation - Frontline Service and Sales Process
- > Effective Sales Management - The Khoury Performance Equation
- > Time Management and Prioritization - Self Mastery
- > Creating Employee Unity - Team vs. Group Management

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## Major Differences Between Groups and Teams

### Group

- Members work on common goals, but only emotionally commit to individual ones.
- Members are accountable to a leader.
- A stable, open culture does not exist, so conflict often arises.
- Leadership is assigned to one or a few people.
- Members may accomplish their goals.

### Team

- Members firmly commit to common goals they help create, and see their own goals as linked.
- Members are also mutually accountable to one another.
- Members demonstrate trust and collaboration.
- Members share leadership, interdependence & accountability.
- Members achieve their goals AND synergy (2+2=5!)

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## Varying Team Members Effects in Groups vs. Teams

### Group

- Members work in ambiguity.
- Members lack organizational vision.
- Members descend the commitment spiral, focus on tasks and obstacles.
- Members progressively infect those around them.
- Members struggle for recognition because the group is failing.

### Team

- Members enjoy clarity.
- Members believe, affirm and expand the organization's vision.
- Members become selfless, focus on opportunities to speed achievement of vision.
- Members progressively affect those around them.
- Members enjoy individual recognition that accompanies team success.

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Effective Teams usually share one or more of the following:

A shared...

- Vision
- Pain
- Enemy
- Fear
- Interest

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### Coaching - Critical Action Items

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- Effective Sales Management - The Khoury Performance Equation
- Time Management and Prioritization - Self Mastery
- Creating Employee Unity - Team vs. Group Management
- Knowing, Finding and Retaining the Right Fit - The 9 Core Attributes



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### Recruitment

*The ideal candidate*

- Sincere
- Strong communication / interpersonal skills
- Self-motivated
- Integrity-driven
- Team-oriented
- Flexible
- Teachable
- Confident
- Mature

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- Knowing, Finding and Retaining the Right Fit - The 9 Core Attributes
- Identifying the "Downward Commitment Spiral" - Acting Decisively



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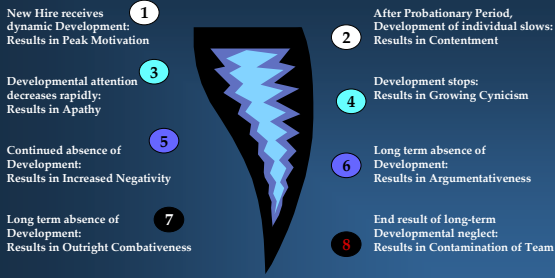
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## The Downward Commitment Spiral



**RAPID BUSINESS SECURITY EROSION**

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**"When is it time to terminate someone?"**

*"When an employee's liabilities exceed their assets to the company, it is time for them to move on."*

*Ask yourself:*

*"If I had known everything that I know now about this person, when I hired them, would I have still done so?"*

*"Have I provided all of the tools, communication, support and incentive needed for the person to do their job to my expectation level?"*

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**Coaching - Critical Action Items**

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- Creating Employee Unity - Team vs. Group Management
- Knowing, Finding and Retaining the Right Fit - The 9 Core Attributes
- Identifying the "Downward Commitment Spiral" - Acting Decisively
- Linking Employee and Organizational Goals - The Big Picture

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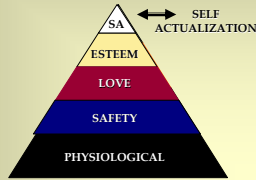
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## Required Areas of Effectiveness

### Car Care Center Managers

- > Service and Sales Support (Motivation)
- > Team Development
- > Personal Time Management
- > Prioritization
- > Conflict Resolution and Prevention
- > Scheduling and Labor Management
- > Parts and Chemical Management
- > Company and Frontline Communication
- > Reporting
- > Analysis
- > Problem Solving
- > Team Safety and Technical Support
- > Others

### Maslow's Hierarchy of Needs



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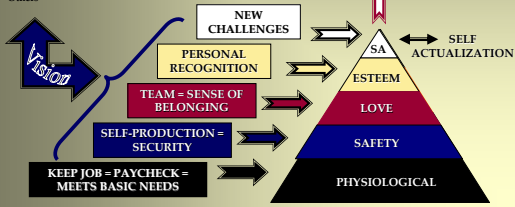
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## Required Areas of Effectiveness

### Car Care Center Managers

- > Service and Sales Support (Motivation)
- > Team Development
  - > Coaching, Reviews, Product Knowledge, Leadership Candidates
- > Personal Time Management
- > Prioritization
- > Conflict Resolution and Prevention
- > Scheduling and Labor Management
- > Parts and Chemical Management
- > Company and Frontline Communication
- > Reporting
- > Analysis
- > Problem Solving
- > Team Safety and Technical Support
- > Others

PEAK PERFORMANCE = FULFILLMENT



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## Improving Personal Efficiency

### Career Development

*"The more you look at and use your current role as an opportunity to help others master behaviors and character traits necessary to move their lives forward, the more energy they will use to perform at their peak performance level. Help them extract every life lesson your employment experience holds...then, enjoy the climb!"*

- Excerpt from Frontline Profit Machine

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### Common Pitfalls & Best Practices

- Taking the Time to Plan
  - Productivity vs. Activity
  - Thinking Month to Month and Longer Term
  - Time Management Resources & Techniques
  - Linking Personal and Organizational Goals
- Developing "Bench Strength"
  - The Comfortable Curse of long term frontline managers
  - Stressing the value from day #1
  - Sporadic-Passive-Informational vs. Perpetual-Aggressive-Sales Oriented recruiting
- Holding On Hoping For A Turn Around
  - Common signs someone is not engaged with their job
  - Three critical questions
  - Measuring the impact of low performance on your top line and bottom line

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### The Pay Off

- Personal
- Professional
- Financial

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