

# Train staff to improve, or train them to leave you

A shop owner's commitment to training is vital for employee progression, retention

**T**here are a lot of factors that go into finding and keeping the right talent. Today, let's listen to ATI Coach John Leslie explain just one of the hot topics that keeps coming up: training.

So, what exactly is the purpose of an employee training program? Do we throw them an employee handbook and put the signature page in the middle of it to see if they have read it or not? Too often there is no real focus or plan for what you are trying to train this person for. We show them where to put their box, which bay is theirs, the equipment they'll need and so on. I'm confused. What is our commitment to training? The purpose of proper employee training is to help an employee gain sufficient knowledge and skill to be efficient in his or her job and to increase their ability to make more money.

### Create your on-boarding process

As shop owners, we must develop a proper on-boarding and training process. The shop owner's commitment to staff training is a significant factor in employee progression and retention. Think

of it as the Sticky Factor.


We must leverage internal and external training opportunities. By doing this we can create loyal and growing employees. Develop a lifelong learner. Someone who is engaged. Employee development is expensive but it equals the shop's growth and performance. Evolve and perform better than your competitors by keeping employees skilled and current. Analyze skill gaps, find out what an employee's motivational factor is and encourage critical thinking. You will also have to measure an employee's learning objectives. You need to have a checklist of skills needed and as the new tech masters those skills, someone signs off on the checklist. Imagine the positive feedback for the new employee as more and more skills are checked off. Very few shops do this but the ones that do produce a totally different product. This will increase company profit, reduce turnover and develop deeper talent succession pipelines.

### Develop standard operating procedures

The implementation and consistency

of a shop's training SOPs is a recurring issue in the industry. To overcome this problem, create and stick to your company's mission statement, encourage interconnection between staff, develop strategic plans to realize your mission and set specific goals and timetables for success. Make the mission statement a living, breathing document. I know a shop owner who has just that. He asks every client he sees if the shop lived up to its mission. The input he receives is second to none and has helped him focus on what his clients expect. This in turn influences how he drills down into his employee training program.

### Test your existing people

If you are not sure if you need a training program, or if you are not sure how effective your program is, have your staff take the test to see where your problems might be. It is an eye-opening experience to see what your people really think. Also included is an Onboarding Checklist that you can use for all new hires, regardless of position. Simply go to [www.ationline-training.com/2018-02](http://www.ationline-training.com/2018-02) for a limited time and download everything you need to hold on to your people longer! 

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Chris "Chubby" Frederick, CEO



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across North America to drive profits and dreams home to their families. This month's article was written with the help of Coach John Leslie. [chubby@autotraining.net](mailto:chubby@autotraining.net)