

Couldn't Afford Not To Join!

My name is Donald Henderson. I am the current manager of my family's business, Leo & Son Garage. In August of 2008, my father (who was the manager at that time) and I went to an Automotive Training Institute workshop. At the time of the workshop, our average profit was -30%, or an average loss of \$2481.66 per week.

My father and I saw value in what ATI had to offer; the question was, for a shop that had to keep putting money in the business to keep it going, can we afford the cost of the ATI program? We didn't know what to do but we knew the business could not survive much longer at the rate it was going. My father and I decided we would try the program, and if it didn't work we would just go down in flames. Looking back, it's clear we couldn't afford not to join ATI and learn how a business should be run.

Is the ATI program a "silver bullet"? NO. If you are not willing to make changes in your business, your business won't magically change and make a profit. I made some hard changes including personnel and procedures that helped our business excel and grow. In the first time in over 20 years, our business is growing and getting stronger. This is all because of the skills and coaching I get from ATI.

One of the hardest skills I am working on mastering is to work on my business and not in it. I used to never take vacations because the business would suffer if I wasn't there. Now, I can leave and have confidence the business will run without me steering the ship because of the training I've given my staff.

I am currently in the Alumni Program and go to 20 Group meetings twice a year where I learn from fellow shop-owners to help grow my business. ATI doesn't teach you how to work on cars. They teach you how to run your business with coaching and quality training. The skills you learn will help you turn your business into a world-class automotive facility, if you're strong enough to take on the challenge.

Please feel free to give me a call or visit our shop.

Donald Henderson

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