

Expecting the worst stifles success

Don't let your fear of failure prevent you from implementing new strategies

Over my past 40-plus years helping shop owners grow their business, I've found that one thing will never change — your beliefs based on the experiences you have witnessed or heard of in business. The problem with belief systems is that you might have developed a belief that a certain strategy doesn't work because you tried to implement it at the wrong time or simply incorrectly. Or, you might have never tried it at all because you heard from someone you respect that it didn't work.

The fear of something bad happening to you might keep you from implementing the one thing you really need to improve your, and your family's, life. I heard Coach Geoff Berman explaining to a shop owner how to overcome this obstacle, and his advice may help you try new strategies.

Geoff began by saying: Can you remember a time when you were a child and something bad happened? You were scared to death that your parents would find out about it, because you knew the consequences would be bad. You imagined the absolute worst. Images of punishments or loss of toys were going through your head. You were scared, and watching this horror movie playing over and over in your mind exacerbated your fear. You prayed this would never come to light, but somehow it did. Oh no, they found out.

So what happened? Was it as bad as you imagined? I'm betting it wasn't. What does that tell you about this horror movie we a play in our minds? It's fiction. That's right — fiction! Recognizing it is fiction is

the key to ignoring it. You will never get where you want to go if you don't recognize this. Stop listening to untruths.

Here is a quote to help you remember to ignore the fiction: "The devil in your mind is always worse than the devil you actually face!"

I can't do that. It won't work here!

While on the phone with a client one day I was asked this question, "Geoff, the shop seems to consistently have busy days followed by slow days. What can I do to fix that?" This is a great question and one a lot of shops struggle with. I replied, "One of the best ways to improve that situation is to schedule the customer's next appointment as they are leaving today's visit."

THE DEVIL IN YOUR MIND IS ALWAYS WORSE THAN THE DEVIL YOU ACTUALLY FACE.

"That won't work here. My customers won't like that!" he tells me. What is his devil telling him? "I'll upset customers if I do that, and they won't come back." Fiction, right? It is very easy to react to our horror movie and say, "I can't!" But what if you took the "How can I do it?" approach instead.

The conversation might go something like this. "Geoff, I've tried that before. It didn't work out so well. If you think this will help regulate our day, maybe you can help me see what I did wrong. I really need to do a better job controlling the violent ups and downs of

our days." Which shop owner is going to see more success?

The fact is that many shop owners *do* schedule the next appointment as the customer is leaving and are very successful. What if your customers come to enjoy the convenience and peace of mind knowing they don't have to worry about getting their next service done on time, because they know you're on top of it for them? This happens all the time in the shops that get it right. Why not yours?

How else are you holding yourself back?

Have you ever had an employee you held onto longer than you should have (maybe years longer) because your devil told you that if you lost him all kinds of bad things would happen? Then all of a sudden he was gone and life actually got better. You asked yourself why you didn't let him go sooner.

How about your pricing policy? Your devil tells you, "You can't charge that! If you do you will lose business!" Yet the guy down the street is and he has been in business longer than you have.

What about selling maintenance? There was a time when your devil told you, "You can't do that because people only want what they came in for. You'll lose business." But if you have made the transition, you have come to realize that not only can you sell those services, but people actually want them.

These are things that rob your shop of its productivity. They hurt you and more importantly, they hurt your staff.

Take the time to recognize how dangerous your devil is when he rears his

10 THINGS A POSITIVE GAME CHANGER NEVER SAYS



By **MIKE JONES**

No matter who you are, you are a game changer. A positive game changer is a person who alters the future in a positive way.

Here are 10 things a positive game changer NEVER says:

1. "I don't have a choice." No matter who you are or what your circumstance, you have a choice. Don't allow your belief system and circumstance limit your perception of choice.
2. "There's nothing I can do about it." Initiate action by recognizing the wide array of strengths at your disposal. Research suggests that the average person only realizes 10 percent of the potential available to them professionally or personally.
3. "I am the victim." Take ownership. There are victims and volunteers. Accept personal responsibility for whatever is going on. Don't ask, "Why me?" Instead ask, "What will I do to get to the outcome?"
4. "It's not my fault." Whether your actions caused the problem or not, focus on finding a positive solution, rather than looking for someone to blame. If the initial approach didn't work, change the approach to change the results.
5. "We need better communication." Commit to understanding others, rather than criticizing others for not

communicating or doing things the way you would. Seek to understand the concerns of others to help connect and give them what they need.

6. "It's not my job." Fully commit to the team's success. This team-focused mindset destroys the silo mentality that often has departments working toward conflicting purposes.
7. "If I only had more time." In today's fast-paced, 24/7 business environment, there are constant demands that stretch us thin; however, use your time wisely. How we use it determines our level of success.
8. "Someone should hold him accountable." Accountability cannot be demanded or imposed. If it is, that is blame. True and sustainable accountability is personal; it begins with gaining agreement from others.
9. "They need to change." You can't change others; however, you can engage others by honoring who they are and what they care about. This can be done authentically with a foundational understanding of yourself. In other words, say, "Change begins with me and the actions I take to create positive outcomes."
10. "Can you fix this?" Focus your energy on creative solutions and results, not the problem.

ugly head. When you are able to do that, you will stop saying, "I can't" and start asking, "How can I?"

What can you control?


Now let's take this a step further. It is very difficult to control what you see and hear while the hustle and bustle of your day is happening. It is also difficult to control how these things make you feel as they enter your brain. What is 100 percent in your

control is how you respond or react to what is coming in. Choose to change the thought of "I can't." This simple thing will be hard at first, but if you practice, not only will you respond to things in a more positive way, but the people around you will, too. The only person you can change is you.

Overcome productivity robbers

Embrace the idea that there are no bad


ideas. Become curious about solving problems and ask, "How can I?" Learn to ignore the devil in your mind and not be afraid of what might happen. Realize that it is never as bad as you expect. The first step is to identify "productivity robbers" and then start facing them, one at a time. It's easier to start the journey with a single step.

If you would like a "Self Check" of the Productivity Robbers that may be getting in your way, you can get it for a limited time at www.ationlinetraining.com/2017-03. 

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Chris "Chubby" Frederick, CEO



CHRIS "CHUBBY" FREDERICK is the CEO and founder of the Automotive Training Institute. ATI's 115 associates train and coach more than 1,400 shop owners every week across North America to drive profits and dreams home to their families. This month's article was written with the help of Coach Geoff Berman. chubby@autotraining.net