



# THE PEOPLE-SMART LEADERSHIP SERIES



A division of the  
**Western Equipment Dealers Association**



# KEYS TO SUCCESSFUL LEADERSHIP

## Overview

Dealer Institute programs are entirely dealer-focused and aimed at helping dealers tackle their industry-specific business challenges. Our trainers, consultants and partners have years of real-life experience in agricultural equipment dealership operations of all sizes, and share tips, tools and training to help dealerships succeed.

## What We Offer

Every supervisor significantly impacts the dealership's culture. Research shows that about 65% of the employees admit to be disengaged from their employment and 60% are looking for another employment opportunity. Even more employees would take another job if that new employment offered career advancement.

Another important fact to consider is that employees leave their supervisor, not the dealership, because supervisors are recognized as the number one stressor in employees' lives.

**We can do better!**

## How You Benefit

**Participants will learn management systems to:**

- Be on track to continuously improve their personal effectiveness and impact.
- Know how to work with the number one leadership challenge — psychological self-awareness to know their strengths, weaknesses, and impact.
- Learn how to manage personal and organizational change to be an effective change agent.
- Manage the three working relationships that determine the success of every dealership. Be
- Use the leadership behaviors express to employees that they are valued, appreciated and committed to them and the dealership.
- Minimize personality conflicts by working more effectively with the different personalities that characterize the dealership.

**Recommended attendees:** Every employee in the dealership could benefit from this course, especially those in a leadership or supervisor role.

The People-Smart Leadership Series is a series of courses that take you through important topics. Start from the beginning or select the specific course topics that fits your organizational needs. If you don't know where to start, just contact us - we can help!

### **Introduction To People-Smart Leadership**

This course gives you the tools you need to improve leadership effectiveness and teamwork by sharing processes that focus on employee engagement and create a culture where people thrive.

### **Frustration Is Your Best Friend**

When frustration appears, it means something is getting in the way of accomplishing your tasks and goals. In that way, it's a valuable indicator of an improvement that's required. This course focuses on minimizing – and even eliminating – those things that waste your employees time and undermine your organization's profits.

### **Maximizing Employee Potential For Peak Performance**

This one-day course will provide a toolkit to maximize the potential of all dealership employees and management staff. Learn how to encourage and motivate employees to perform above expectations so your dealership can reap the benefits of improved morale, increased production and enhanced profits.

### **Coaching To Enhance Employee Performance**

Coaching your people is different than simply leading your staff. It's interactive and hands-on and requires specific skills. This course is designed to provide the tools leaders need to maximize their potential while creating a workplace environment where employees are open to being coached and developing their technical and/or interpersonal performance.

### **Managing Generational Differences For Ultimate Success**

Dealerships have a wide variety of people engaged in many different tasks. Diversity is beneficial but getting everyone moving in the same direction can take work and special training. Learn to create a workplace that fosters high performance within inter-generational teams.

### **Transformational Customer Service**

#### **Customer Service That Creates Loyalty And Drives Sales**

High-value interactions with your customers are crucial to developing strong relationships and nurturing loyalty. This one-day course will introduce the key components of an exemplary customer service culture.

#### **Transformational Customer Service That Builds Your Business**

If your dealership is looking to deliver service that continually improves customer satisfaction and loyalty, and differentiates your dealership from the competition, this customized on-site training course is for you. Designed for all levels of staff in a dealership.

### **People-Smart 360° Assessment**

There's a lot riding on your reputation. Knowing where you stand within an organization or team is important. This course will help you discover ways to measure how others perceive you and how that stacks up against your own self-perception.

### **Leadership Skills To Inspire And Retain Your Staff**

This new one-day course will help supervisors learn to identify common blocks to staff retention and the specific actions needed to create a dealership culture where people are inspired to stay.