

# Employee Management Master Class

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## Objective

Building High Performance Employees is an 8 week intensive certification program for dealership managers. The program will train and certify participants to manage the most important employee process to develop and manage top performers.

The DrivingSales Employee Management Master Class is designed to introduce you to employee management practices to help you take care of the most important asset, your people. In today's economy, customer expectations are changing, and the need for a better, more versatile employee is greater than ever. Traditional methods of developing and retaining your people are no longer aligned with the needs of the modern workforce. Not only will you gain the necessary insight on employee management practices, but you will build and implement processes within your organization to help recruit, engage, develop and retain your employees.

## Workshop Description

In this workshop, you will participate in an 8-week, hands-on course designed for dealership professionals. We'll combine the latest studies of today's workforce, best practices of non-automotive industries, and proven tactics of top-performing dealerships to help you meet your organization's performance goals.

You will build and master five processes for your organization: Onboarding, Performance Reviews, Career Pathing, Training and Development, and Task Management. You will be in a class of like-minded dealership change agents sharing thoughts, ideas, and helping each other find the best solutions for your store. You will participate in weekly webinars where you will learn the concepts and then internalize them by completing weekly worksheets. In addition, should you need assistance, you will have access to top employee-management experts throughout this workshop. We will assess your organization to help flush out the weak spots in your current employee management processes and help put together a strategy to improve them.

In the end, you will receive a certificate of completion, but most importantly, your organization will have a comprehensive plan for the people side of our industry. Properly executed, you will provide your organization a sustainable competitive advantage for years to come.

## Syllabus

- 6 Webinars
- 7 Worksheets
- 2 Assessments
- 2 Performance Reviews
- 1 DrivingSales University content access
- 1 No-cost access to DrivingSales.com community
- 1 No-cost access to hcm.drivingsales.com account
- 1 Authorship account
- 1 Business Plan

**Webinars** - You will be required to join and participate in 6, 45-minute online webinars. Roll calls will be taken for each session. If you are not able to attend, the webinar will be recorded, and you will be able to review the content. If you are not able to attend, you will be required to contact the instructor once the content has been consumed so you can get that week's assignment.

**Worksheets** - During this course, you will be required to complete several worksheets that are designed to help you build key employee management processes.

**Assessments** - You will be required to complete two assessments. These assessments are designed to help identify current employee management process gaps. The first assessment will be completed in the beginning of the Master Class. The second assessment will be completed at the end of the workshop.

**Performance Reviews** - You will receive two 1-on-1 performance reviews with your employee management expert to help you stay on track. We use a 5-star rating system to help score your efforts during this project. Anything less than 2 stars is considered a red flag, and will receive some focus by your employee management expert. Your performance review scores will be reported back to your leadership team.

**DrivingSales Community** - The community is an online learning network for progressive dealership employees. You can gain valuable insights into the pulse of the automotive industry, and with the help of this tool, you will be able to communicate with each Master Class participant throughout the course.

**HCM.DrivingSales.com** - HCM is an employee management platform that will house and automate the 5 key processes developed by you during this course. Throughout this process, you'll be asked to test your processes in live scenarios, with your team.

**DrivingSales University Curriculum** - The curriculum is a library of dealership industry training content. During this course, you will have access to over 2,000 courses and 5,000 modules to help you with the Training and Development portion of the course. Also, during your participation, you will be able to select content to help train your teams: Choose from Service Advisors, Sales People, BDC Managers, BDC Agents, Marketing Managers, etc.

**Authorship Account** - You will be granted an authorship account within the HCM platform to allow you to capture and upload your own training content you will be creating.

**Business Plan** - Each participant will develop their own Employee Management Business Plan. This Business Plan is considered your final test and will be eligible for an award presented at Presidents Club based on execution.

**Homework** - You will be asked to complete and submit homework assignments. Assignments may come in the form of a worksheet or an activity. Please refer to the schedule to find the homework due date.

<b>Pre-Requisites</b>	<p>Prior to the event, participants must have a pre-event call with DrivingSales to receive their instructions. We will hit the road running so you want to be prepared.</p> <ul style="list-style-type: none"> <li>Community account</li> <li>Employee Roster</li> <li>No-Cost Agreement signed by the GM</li> </ul>
<b>Week 1</b>  <b>Live Training</b>	<p>Build a Professional Training Plan for your store.</p> <ul style="list-style-type: none"> <li>What we train today vs. what employees need</li> <li>The four factors of competency-based learning</li> <li>Creating a training calendar to fit your organizational needs</li> </ul>
<b>Week 1</b>  <b>Homework</b>	<ul style="list-style-type: none"> <li>Complete your employee management processes assessment</li> <li>Complete a training and development calendar worksheet. (Our team will load them for you)</li> <li>Assign training calendar to your team</li> <li>Comment and interact on the Building a Professional Training Plan For Your Store blog on the community</li> <li>Participate in the Professional Training Plan forum</li> </ul>
<b>Week 2</b>  <b>Live Training</b>	<p>Scorecards &amp; Performance Reviews: Providing clear direction to the team</p> <ul style="list-style-type: none"> <li>The needs of the current workforce</li> <li>How to create and implement performance reviews</li> <li>The do's and don'ts of performance reviews</li> </ul>
<b>Week 3</b>  <b>Homework</b>	<ul style="list-style-type: none"> <li>Complete a performance review scorecard worksheet (our team will load them for you)</li> <li>Comment and interact on the Scorecards and Performance Reviews blog on the community</li> <li>Post one of your scorecards in the Scorecards and Performance Reviews forum</li> </ul>
<b>Week 4</b>  <b>Live Training</b>	<p>Career Pathing-Developing a high-performing team by levels</p> <ul style="list-style-type: none"> <li>Why are employees not engaged</li> <li>Performance vs. Development</li> <li>Creating levels for your team</li> <li>Managing by level and not by tenure</li> </ul>

<b>Week 5</b>  <b>Homework</b>	Complete the career level worksheet for your department (Our team will load them for you) Comment and interact on the Career Pathing blog on the community Participate in the Career Pathing forum
<b>Week 6</b>  <b>Live Training</b>	Task and Project Management - Manage activities that drive the results Build your top-performer with habits by level Habits vs. Tasks Managing with tasks
<b>Week 6</b>  <b>Homework</b>	Complete a Habits-by-level worksheet (Our team will load them for you) Comment and interact on the Task and Project Management blog on the community Share one habit you are working on with your team in the Task and Project Management forum
<b>Week 7</b>  <b>Live Training</b>	New-hire orientation Current onboarding practices Benefits of proper onboarding for your organization 6 questions to ask when developing an onboarding outline
<b>Week 7</b>  <b>Homework</b>	Complete the onboarding worksheet (Our team will load them for you) Comment and interact on the New-Hire Orientation blog on the community Participate in the New-Hire Orientation forum
<b>Week 8</b>  <b>Live Training</b>	Business Plan - Final assessment of your employee management processes Best implementation practices Final assessment worksheet Implementing HCM in your organization
<b>Week 8</b>  <b>Homework</b>	Complete the final assessment worksheet Set up an appointment with your employee management expert to go over your business plan. Comment and interact on the Building a Professional Training Plan For Your Store blog on the community Post the key takeaways from your business plan in the Business Plan forum

**Employee Management Expert Team:**

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