

## Fanning the flames of the right people.



In today's fast-paced automotive industry, where teams are often smaller and resources are limited, prioritising your wellbeing can be a challenge. Our [M]enable Moments guides are designed to assist you in navigating various aspects of mental wealth.

In our sixteenth guide, Stephen Whitten, founder of [M]enable, tells us how to get the best out of people.

**In an automotive business, this means fuelling motivation, engagement, and performance among key team members.**

**Here's how you can do it:**

### 1. Identify your key players

- Look for those who go the extra mile, show leadership potential, and consistently deliver results.
- Recognise problem-solvers who adapt well to challenges.

### 2. Fuel their growth

- Offer ongoing training in sales, service, and leadership.
- Provide mentorship opportunities to help them advance.
- Encourage certifications (e.g., ASE for technicians, OEM training for sales teams).

### 3. Recognise and reward

- Implement performance-based incentives (bonuses, commission boosts, or special perks).
- Celebrate wins publicly—whether it's hitting sales targets or outstanding customer service.

### 4. Create a culture of ownership

- Empower employees to make decisions and contribute ideas.
- Involve them in process improvements and dealership strategy.

### 5. Keep the energy high

- Foster a team-oriented environment with friendly competition.
- Use team-building activities and challenges to keep morale up.
- Ensure managers lead with enthusiasm and positivity.

### 6. Provide clear career paths

- Show employees how they can grow within the company.
- Offer promotions from within whenever possible.

### 7. Listen and adapt

- Get feedback on what motivates them and what they need to succeed.
- Adjust strategies to fit your team's strengths and needs.

By focusing on these strategies, you'll keep your best people engaged, motivated, and invested in your automotive business for the long haul.

**But here's a footnote/caveat:** Examine closely how you're measuring your 'best people.' Is it based on results and performance, or is it based on loyalty and reliability? They are not mutually exclusive, but experience shows us that focusing heavily on one can cause us to overlook the other.

For more information or help in your business, please get in touch at [action@menable.org](mailto:action@menable.org)

## About Stephen

Stephen Whitton was an Automotive Trainer, Speaker, Consultant, and Coach, known for his ability to captivate an audience on stage.

Despite his outward success, for many years he faced mental health challenges stemming from unresolved childhood trauma.

In 2020, he confronted these challenges head-on with the guidance and support of his inner circle.

This journey inspired the creation of [M]enable, an initiative focused on equipping leaders and businesses with tools to prioritise mental wellbeing in the workplace.

[M]enable fosters open discussions to promote a more empathetic, supportive, and resilient industry culture.

If you'd like to learn more or want help to embed mental wealth thinking into your business, please contact us via [www.menable.org](http://www.menable.org)

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