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**THE MOTOR INDUSTRY IS A
PEOPLE'S BUSINESS**

July 2012

By Theo Bezuidenhout

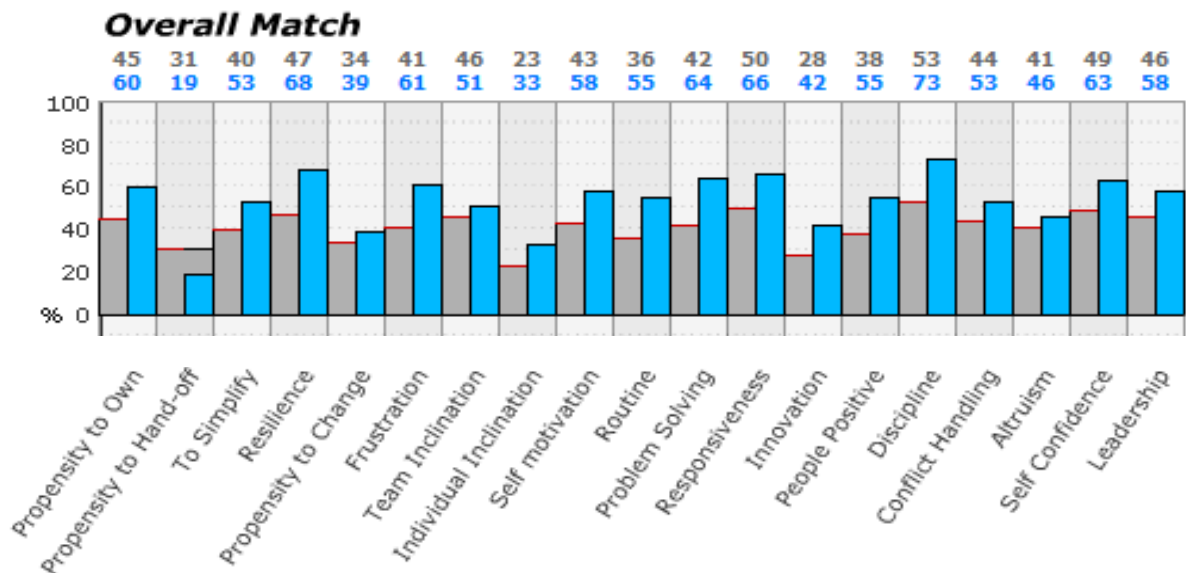
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Every industry is largely dependant on the success of people. Whichever way we think about business, people remains to be the most critical driver of success, but unfortunately also the strongest contributor to failure in business. Making a success of business is fully dependant on the success of the people in that industry. Research indicates that managing one poor performing employee takes as much management energy as managing twenty top performing employees.

One of the most important aspects towards the success of people in business is the level to which their behavioural patterns (Habits) fit the demands of the working environment. The best way to determine what habits are necessary for success in a job, is to use experienced top performers to determine what they do towards being successful. We must however keep in mind that every job and every environment in every company is different. The following case study indicates exactly that.

The graph below shows the consolidated habits of the top sales people for luxury cars in a specific brand at a specific dealership (the grey graphs). Compared to this are the habits of a top sales person working for the same brand but at a different dealership (the blue graphs). It clearly indicates that success is not generic. A successful individual doing a specific job in a specific business will not necessarily be successful doing the same job in a different environment. The environment dictates the habits necessary for success. Although the individual under discussion (blue graph) is successful in his current job, he will not be successful in the dealership represented by the grey graph. Success in one environment doesn't warrant success in another environment.



Note the difference. The graph indicates that the individual has different behaviours to those of the successful people in this dealership. These differences are radical and it will have major implications for the success of this individual working at the dealership where the top performers have very different behavioural patterns (Habits).

If you employ a successful sales person, but the habits of that person are not conducive for success in the specific environment, the chances of such an individual to fail outweighs his / her chances to succeed. This is not only applicable to sales people but to all jobs.

Workforce Performance Optimisation starts with an understanding of the behavioural patterns of the current top performers in your business.

For more information go to www.shadowmatch.co.za or call 012-430-2431