

autocare™
ASSOCIATION

HEAD OF THE CLASS
AWARD
WINNER

2015



DYNAMIC AUTOMOTIVE

Dynamic Automotive is a three-shop repair business that is located in Frederick, Md., and has 30 employees. The information below was provided by Dwayne Myers, managing partner. The other partners are José Bueso and Lee Forman. Dynamic Automotive won the 2015 Head of the Class Award in the small company category.

For more info, visit www.autocare.org/headoftheclass.

What training education initiatives did you find most successful?

The initiative we have found to be most successful is to rotate employees to attend training seminars and conferences so everyone has the opportunity to learn and grow. By attending industry training programs and events, our employees are able to discover and appreciate our vast industry, learn new techniques and skills and connect with and learn from new peer networks. If a team member is dedicated to education and attends local training to better themselves and the company, they are put in the rotation to go to events around the country (i.e., AAPEX, Vision or a program group convention).

What have you learned from implementing training and professional growth objectives?

Training and professional growth objectives leave a positive effect on the team. They are better prepared for their duties, and we can see that in their attitude and performance. For a manager or owner, one of the biggest things it allows us is to see a person's level of commitment to the company and their field or industry. In addition to employees meeting professional growth objectives, employees are able to meet their everyday objectives of keeping up with new technology, expanding people skills, building relationships and learning skills that improve their ability to complete their



work accurately, professionally and responsibly, which contributes to the success of the entire business.

What are some of the education and training resources you and your employees have used to meet your education and training objectives, both for company owners and employees?

- Local community college, business and administration courses
- On-demand and in-person technical classes offered by our program group, manufacturers and distributors
- Industry training conferences and trade shows
- Fred Pryor Seminars for customers service and management skill training
- Industry financial programs/instructors for financial education and service writer training

As a way to locate and attract new technician talent, two owners were instrumental in the organization and implementation of the Automotive Youth Education Systems (AYES) Program at the local career and technology center. The company is able to hire and mentor students in learning the automotive trade. Many students that we have mentored have become long-term employees.

What are some of the ways fostering education has furthered your company's overall goals and objectives?

Education has helped to make us a more professional repair facility. We have seen year-over-year increases in sales based on ideas and knowledge gained through

education and training. Education has allowed us to help develop our people so that the principals in the company can spend their time working on the business instead of in it. Our goal is to have a highly professional management team, sales force and technicians to meet customer needs as well as diagnose and repair today's sophisticated vehicles.

What positive impacts have you found from investing in your employees?

Positive impacts from educating our team at all levels are:

- Success
- Freedom*
- Development of leaders
- Different ideas and approaches on how to accomplish something

*Note: This is the first time the word "freedom" has been offered as a return on investment for employee education and training. When asked to explain what he meant, Myers acknowledged that freedom is an interesting word and explained it this way: "You can look at 'freedom' two ways: 1) As owners, we have the freedom to work on the business and not feel trapped in the everyday process. We can take time to help develop our people and the business so we can be even more successful; and 2) For the employee, it is freedom to know they can make a decision – they have the skills, knowledge and ability and our trust to steer the ship. The three owners have ideas, but when you add another 20 people who are allowed to think freely, we can do amazing things." ■