



SILVER BULLET
BUSINESS ADVISORY

TODAY'S LEADERS

TODAY'S LEADERS - A LEADERSHIP & MANAGEMENT PROGRAM :

Program Objective:

- The Today's Leaders Program is crafted to elevate leadership competencies among senior management teams within the automotive industry.
- Targeting senior department managers with a minimum of 10 years of experience, up to General Managers and high-potential individuals within organisations, this program spans 12 modules delivered over a 12-month period.
- Sessions are conducted offsite, providing a conducive environment for immersive learning.
- The program culminates with project submissions post the final module, followed by a comprehensive feedback process.

Today's Leaders - Overview:

This comprehensive management development program is meticulously tailored for the automotive industry, encompassing a wide array of essential topics:

1. Management, Planning & Strategy
2. Dealership Financial
3. Human Resource Management & Leadership
4. Generational Gap Management
5. Marketing – Part A
6. Marketing – Part B
7. Sales Operations
8. CRM & CEM
9. Parts Operations
10. Service Operations
11. Dealership Case Study
12. Presentation of Business Plans

TODAY'S LEADERS - MODULES:

Module 1: Management, Planning & Strategy:

This foundational module delves into the role of management, strategic planning, and business analysis. Participants learn to develop strategic objectives, implement business plans, and monitor performance through key performance indicators (KPIs). The module emphasises effective communication within the dealership and entails a project assignment to be carried forward throughout the program.

Module 2: Dealership Finance:

Participants gain insights into driving departmental performance, understanding accounting fundamentals, and assessing dealership performance. Topics include financial modelling, building business models, and evaluating dealership financial health.

Module 3: Human Resource Management & Leadership:

This module focuses on performance management, team building, and leadership excellence. Participants learn to implement performance management systems, motivate teams effectively, and navigate the complexities of human resource management.

Chris Downie | chris@silver-bullet.com.au | +61 499 072 556

www.silver-bullet.com.au

TOMORROW'S LEADERS - MODULES CONT:

Module 4: Generational Gap Management:

Participants explore the dynamics of managing multi-generational teams, understanding the characteristics of each generation, and leveraging diversity for organisational success. The module addresses recruitment strategies tailored to different generations and anticipates future workforce trends.

Module 5: Marketing (Part A):

This module provides an overview of the automotive industry, highlighting industry trends, and the impact of COVID-19. Participants delve into strategic marketing, branding strategies, and marketing planning processes.

Module 6: Marketing (Part B):

Building upon Part A, this module focuses on key elements of marketing, including the new customer journey, digital marketing strategies, and integrated marketing approaches.

Module 7: Sales Operations:

Participants explore the dealership business model, sales department management, and strategies for maximising sales through customer understanding and optimised processes.

Module 8: CRM & CEM:

This module delves into customer relationship management (CRM) and customer experience management (CEM), emphasising the role of CRM in dealership marketing and the principles behind exceptional customer experiences.

Module 9: Parts Operations:

This module focuses on the efficient management of parts, accessories, and merchandise departments within the dealership. Participants learn strategies for maximising resources, optimising departmental processes, and increasing business through targeted customer engagement. Topics include inventory management, parts sales techniques, and customer targeting strategies to drive revenue growth in parts operations.

Module 10: Service Operations:

In this module, participants delve into the management of the service department, a critical aspect of dealership operations. Topics covered include maximising departmental resource activity, optimising service processes, and retaining satisfied customers. Participants learn strategies for enhancing service department efficiency, improving customer satisfaction, and driving revenue growth through service operations.

Module 11: Dealership Case Study:

This module involves a comprehensive review of a dealership's operations through a detailed case study analysis. Participants examine various aspects of dealership management, including financial modelling, strategic planning, and operational efficiency. Through the case study, participants identify key challenges and opportunities within the dealership and recommend a course of action to the owner or management team. The module emphasises critical thinking, problem-solving, and strategic decision-making skills.

Module 12: Presentation of Business Plans:

The final module of the program entails the formal presentation of participants' project business plans developed throughout the program. Participants showcase their strategic initiatives, including analysis, recommendations, and implementation strategies, to a formal panel. Each participant presents their business plan, highlighting key insights, proposed actions, and expected outcomes. Following the presentations, participants receive feedback from the panel, enabling them to refine their plans and enhance their leadership capabilities further.

Program Culmination:

Module 12 marks the culmination of the Today's Leaders Program, where participants demonstrate their mastery of leadership and management skills acquired throughout the program. The formal presentation of business plans provides participants with an opportunity to showcase their strategic acumen, critical thinking abilities, and leadership competencies.

By receiving feedback from one of our team members, participants gain valuable insights into their projects, enabling them to refine their strategies and drive organizational success effectively.