



**COLLISION INDUSTRY**  
CONFERENCE

# Talent Pool & Education

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Winston Cover, AkzoNobel

David Willett, ProSight Specialty Insurance

Virtual Meeting, - November 2020

# Committee Members

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We have 75 volunteer committee members, too many to list on one slide. At least 25 volunteers attend our sub-committee on **Wildly Important Goal (WIG)** meetings. They come from each of the segments in our industry. We are grateful for each of them and for the inspiration and enthusiasm they bring to our industry. Special recognition should be given to both Winston Cover and David Willett for their leadership and guidance in developing our **WIG**.

# 4DX

## “The 4 Disciplines of Execution”

written by

Chris McChesney, Sean Covey and Jim Huling

The **4DX** concept is designed . . .

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to allow CIC to **EXECUTE** the **IMPORTANT** when,  
the **WHIRLWIND** of **DISTRACTIONS** such as  
**IMMEDIATE** or **URGENT** gets in the way.

# What Has Been Our Whirlwind?

**Distractions/Immediate/Urgent**

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**The Speed of Business in Collision Repair**

**Current System to Feed New Entrants has many Leaks  
and Holes in it**

**Too Many Ideas With Potential**

**No Common Goal**

**This year COVID-19**

# 4DX – The Four Disciplines

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1. Focus on Wildly Important Goal
2. Act on Lead Measures
3. Keep a Compelling Scorecard
4. Create a Cadence of Accountability

# The CIC TPE Process

## In Search of a Wildly Important Goal

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Don't ask: What is most important?

Do ask: If everything else remained the same, **what is the one thing** if changed, it would have the greatest impact?

# The CIC TPE Process

## In Search of a Wildly Important Goal (WIG)

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- Held brainstorming sessions
- Held clarifying discussions
- Calibrated with the 4 TPE Goals
- Validated with relevant industry professionals
- Decided on the one thing that will have the greatest impact
- Created the WIG



# The CIC TPE Process

## Brainstorming Sessions

CIC TPE meetings produced over 20 suggestions

Majority of suggestions captured in meeting chat

Common themes around:

- Industry awareness
- Talent development
- Retention/Transition
- Shifting industry dynamics

- **Wildly Important Goal**
    - **Establish:** What does it look like? What is at the top of the list?
    - **Commitment:** What are we committed to? Define guiding principles
    - **Timeline:** How much time will it take? Work Backwards. Compelling score board
    - **Cadence of Accountability:** Who will do what by when
    - **Protection from Whirlwind topics** "nothing gets done with what we want to get done" (I just added this, Gene Lopez 10/6/20)
- Dave Willett: the 4 Disciplines of Execution [by Chris McChesney, Sean Covey and Jim Huling]. Their 4DX concept is a great way to drive results and thus obtaining a Wildly Important Goal (WIG).
- a. **What are our next steps -**
- **Next call:** Wednesday, October 7, 2020 at 1:00 PM CDT
  - **Chat Log:** C:\Users\gene\OneDrive\Documents\ChatLog CIC TPE WIG Subcommittee 2020\_09\_23 12\_18.rtf
  - **Petra Schroeder (to Everyone):** 11:45 AM: many companies have developed their own program how to build their trained workforce. MSO's, large vendor companies. get to know their programs and find out what their progress was and where they are now? women, veterans, our committee has many competitors in the same space.
- Winston Cover (to Everyone):** 11:47 AM: agreed  
**Winston Cover (to Everyone):** 11:48 AM: Make that point please  
**David Willett (to Everyone):** 11:51 AM: Apollo Syndrome is a real issue. The bullet that Gene mentioned relates to our industry coming together to achieve the WIG.  
**Dave Brinkley (to Everyone):** 11:51 AM: Is there way to get a "solid" number on just what the industry needs or expects to need in the next however many years? Is there a way to create a survey or otherwise gather data? If we can see the need in real-time maybe, we will have a goal  
**Fred Iantorno (to Everyone):** 11:54 AM: Agreed Dave. I question if the industry can support an additional 25,000 in the next 4 years. Do we have

# The CIC TPE Process

## Held Clarifying Discussions

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- Is our effort relevant to our industry needs?
- Do we have data that validates our focus?
- What would success look like?
- Will it make an impact?
- Is there a fit with the existing goals?
- Will the WIG demonstrate our commitment?

# The CIC TPE Process

## Calibrated with the 4 TPE Goals

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- We are committed to working together with all facets of the collision repair industry to reach the following outcomes:
- Create an environment of collaboration among the collision industry that is focused on training, recruiting, hiring, and retaining future generations of collision repair industry employees.
- Minimize competition between segments of the industry and work together to portray the collision repair industry as a safe and viable industry for a career and to make it the reality.
- Incorporate new technology and the constant evolution of technology into the collision repair industry as a whole, from training and recruitment to ongoing education and certification.
- Provide the industry with straightforward and useful resources for education, training, recruiting, hiring, and retaining future generations of successful collision repair employees.

# The CIC TPE Process

## Validated with additional industry professionals

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Held discussions with several industry stakeholders outside of TPE committee to validate our work product asking these 3 questions. . .

1. What do you think are some missed opportunities for our industry to close the talent deficit gap?
2. Explain your perception of how the collision industry fares with other industries in attracting talent?
3. What steps would be most impactful for the collision industry to focus on, in order to stay ahead or become competitive with other industries?

# The CIC TPE Process

## Decided on what will have greatest impact

- Increasing awareness of our industry
- Focus on all potential sources of talent
- Establish an above and beyond realistic and bold goal
- Establish a realistic but challenging timeline

Chat Log C:\Users\gene\OneDrive\Documents\ChatLog CIC TPE WIG Subcommittee 2020\_10\_07 12\_06.rtf

David Willett (to Everyone): 11:23 AM: Start with Verbs - action

Beth Rutter (to Everyone): 11:23 AM: beth.rutter@tradiebot.com (949) 439-4784

Stephen Applebaum (to Everyone): 11:23 AM: recruit new people

David Willett (to Everyone): 11:24 AM: Employ X new auto techs by yearend 2021

Dexie Maan (to Everyone): 11:26 AM: push information to people instead of having them come to CIC to find it

David Willett (to Everyone): 11:26 AM: Bring X new students to pursuing an Auto Career by yearend 2022.

Beth Rutter (to Everyone): 11:26 AM: Place 10K qualified entry level technicians in the industry and support leadership development in the industry so that we keep them.

David Willett (to Everyone): 11:26 AM: Love the suggestions

David Willett (to Everyone): 11:27 AM: Keep them coming

Chuck Olsen (to Everyone): 11:27 AM: Develop a message to Middleschool, Highschool and Community/Trade schools that automotive provides exiting high-tech career opportunities

Dave Brinkley (to Everyone): 11:29 AM: Create a path for interested individuals

Tony Adams (to Everyone): 11:32 AM: Deliver xx# entry level qualified candidates to the industry

Dexie Maan (to Everyone): 11:33 AM: Reach out to other industries/trades to increase candidate pool

Winston Cover (to Everyone): 11:34 AM: Expose X Pre-High Schoolers to Automotive Repair Industry

Winston Cover (to Everyone): 11:36 AM: X New People in the Industry

Winston Cover (to Everyone): 11:37 AM: Retain X number in the industry

Tony Adams (to Everyone): 11:38 AM: Attract 25k individuals to the industry

Tony Adams (to Everyone): 11:39 AM: 25k students "want" to join the Industry

Beth Rutter (to Everyone): 11:39 AM: Agree Tony!

Kurt Lammon (to Everyone): 11:42 AM: Great idea to put a number and a

# The CIC TPE Process Created the WIG

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First Draft - Expose 200,000 potential candidates by 2022

Agreed upon final...

# The CIC TPE Process

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CIC TPE WIG

***X***POSE 200K BY 2022

# The one thing we are focused on changing

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# DEVELOPING LEAD MEASURES

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## Pledge Packs – Get Yours Today!

- CIC Members pledge to present to XXXX new entrants into the collision industry and we track both pledges & qualified fulfillments

## Accumulation of Knowledge about Funnel Barriers

- Growing list of insights to improve the success of moving new entrants through Interest, Decision and Action.

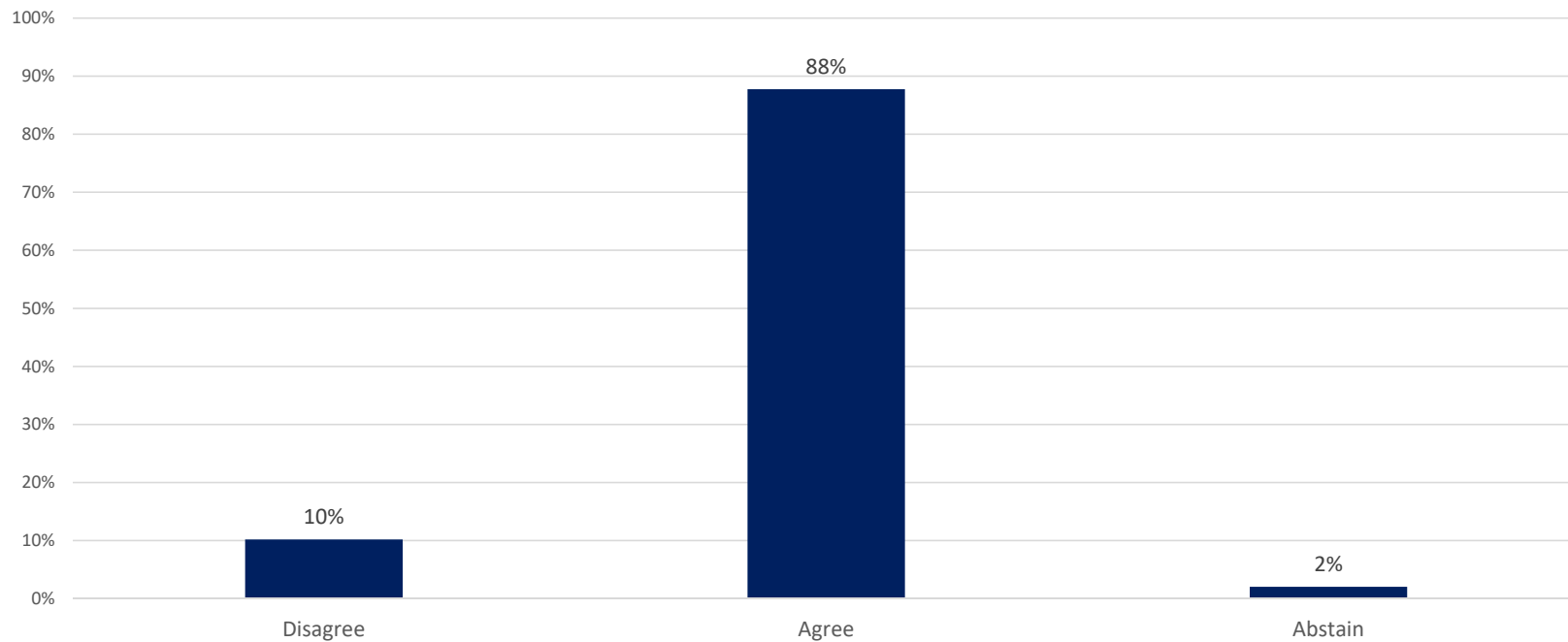
## Qualify New Sources of New Entrants

- Create Detailed Baseline and Communicate Additions

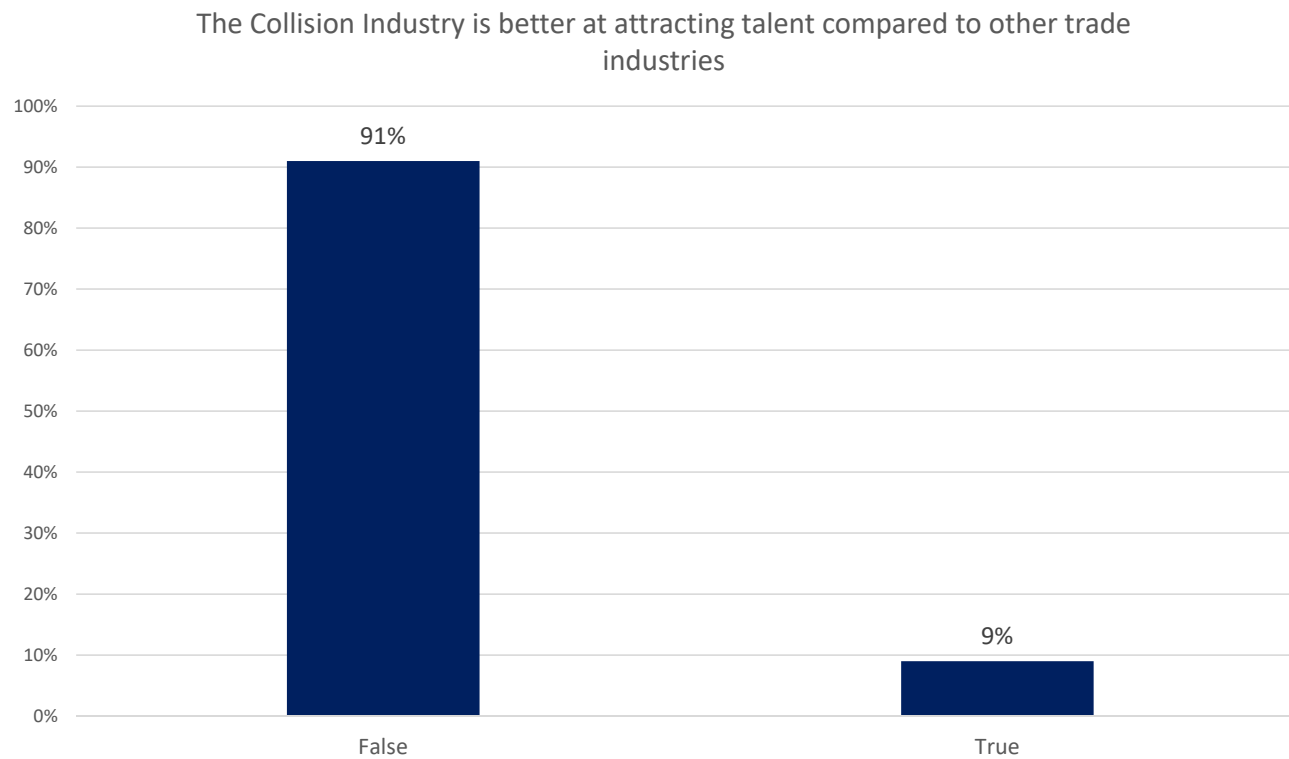


# Audience Response Question:

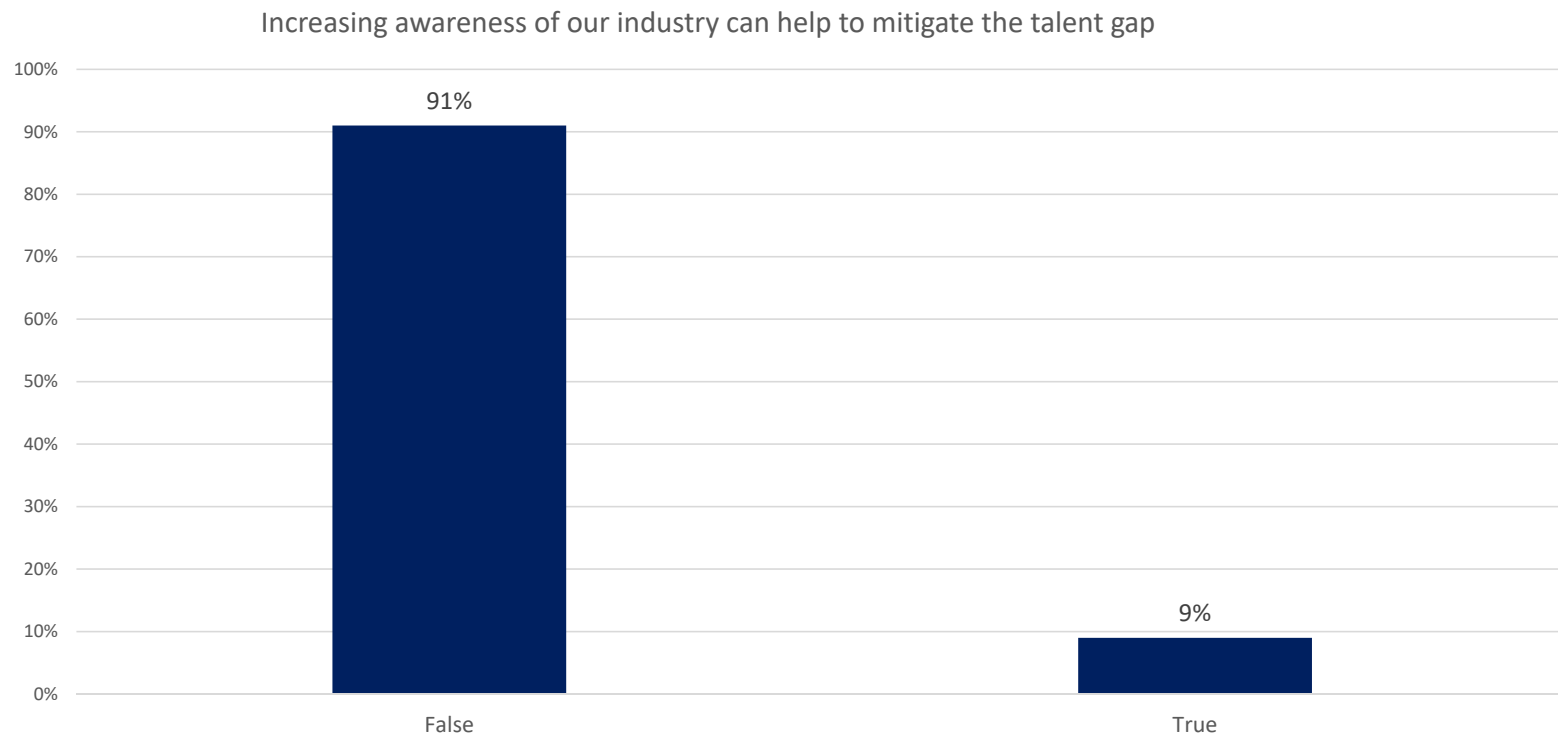
Working together, we can close the Collision Industry talent pool gap



# Audience Response Question:

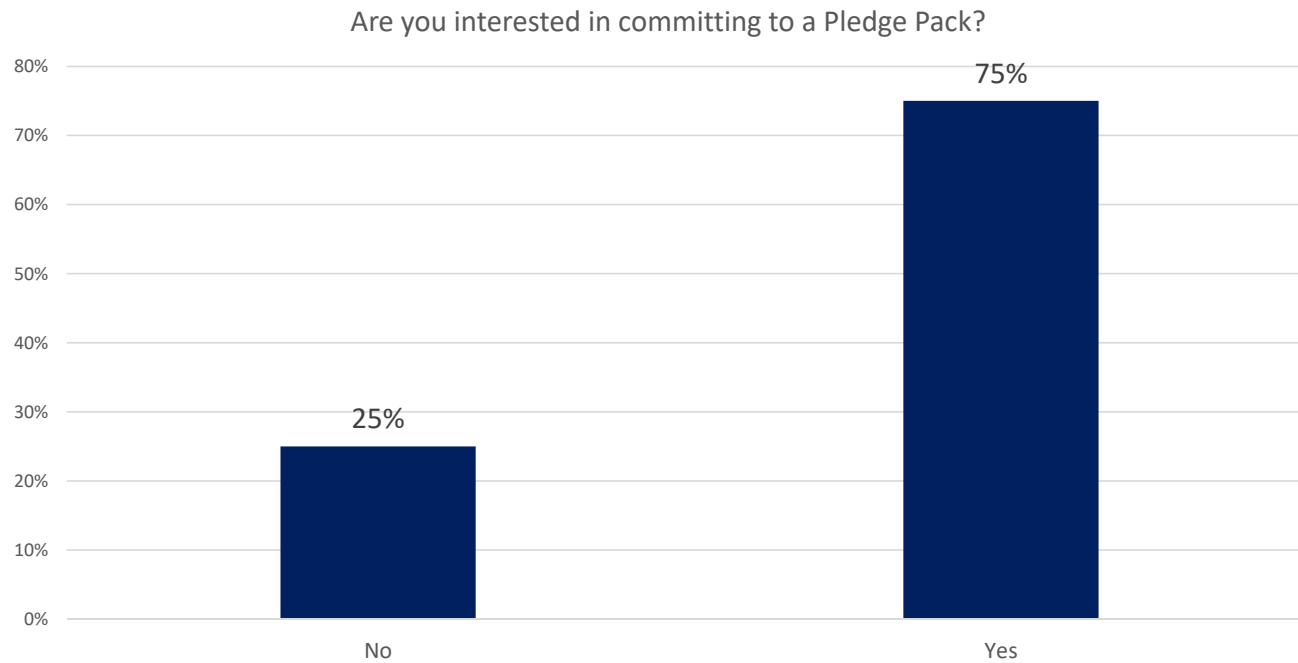


# Audience Response Question:



# Audience Response Question:

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# Thank You!

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