

Working In Your Element:

Understanding the Evolving
Behaviours in the Automotive Sector



SSW AUTOMOTIVE



INSTITUTE OF THE
MOTOR INDUSTRY



A composite image featuring a close-up of Henry Ford's face on the right, looking thoughtfully to the left. The background is a large industrial factory with a complex network of pipes and structural beams. In the foreground, several early 20th-century automobiles are parked. A white scroll of paper is unrolled across the middle of the image, containing the text.

**If I had asked people what they
wanted, they would have said
faster horses.**

-Henry Ford

Today's Employees & Customers

- ✦ Less Attentive
- ✦ More Informed
- ✦ Less Loyal
- ✦ More Connected
- ✦ Less Patient
- ✦ More Demanding



Changing Trends



Customer Expectations

We want to feel valued and have a great customer experience.

Our customers would like to feel valued and receive a great customer experience...as would I!

Awesome! This tells me where I can get a great customer experience and feel valued.



Understanding your Behaviour

Behavioural Styles



DOMINANT



INFLUENCER



STEADINESS

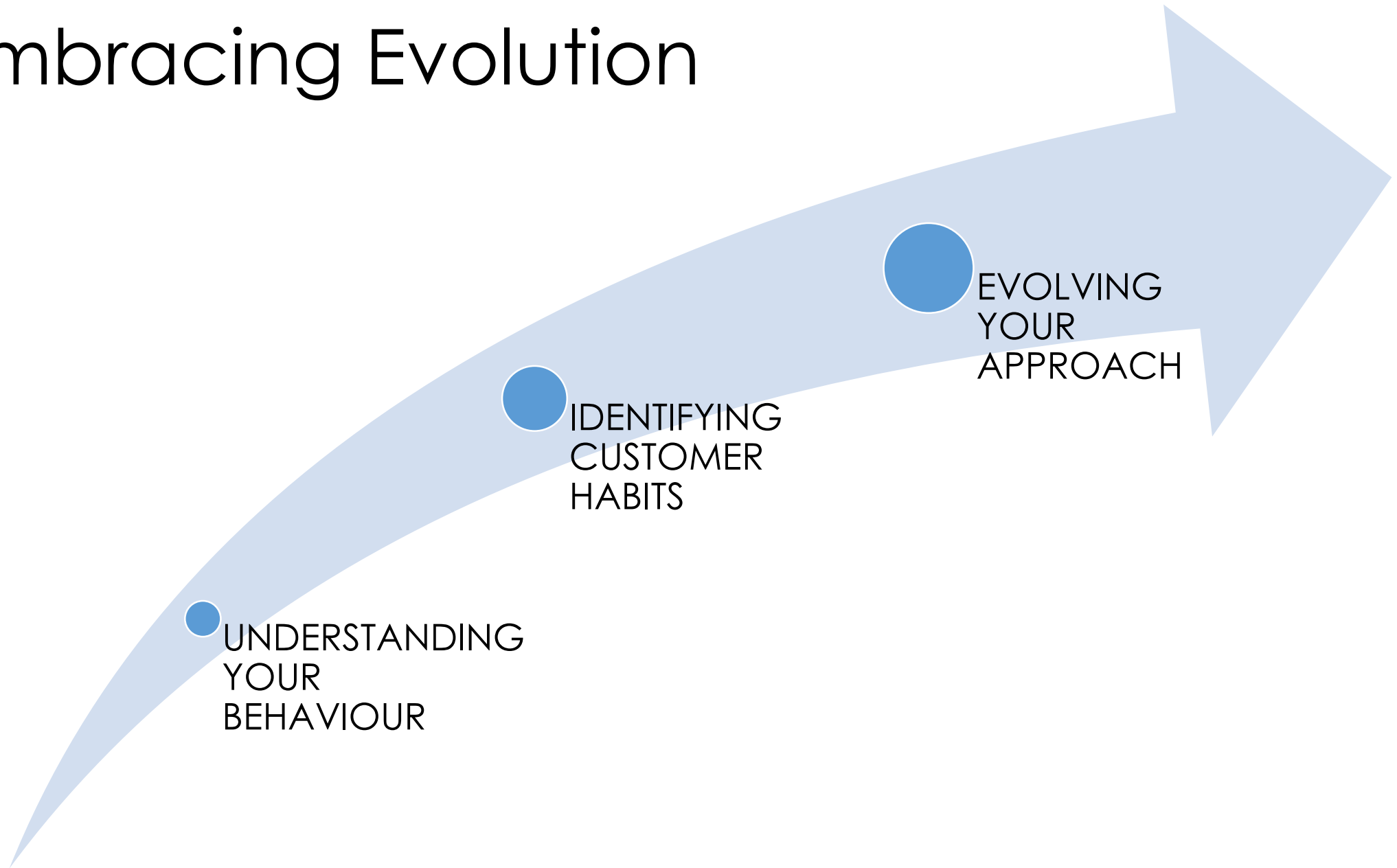


COMPLIANT

The Batari Box



Embracing Evolution



“Whether you
think you can
or think you can't
you're right”

Henry Ford



Q&A Session

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