



Making management & leadership training count

– Automotive Management Accreditation (AMA)

As part of a two-year research project, co-funded by UKCES, the IMI sought to establish the return on investment and impact an automotive company could expect from training its managers.

The research rigorously measured the application of management training, through business projects, in order to bridge competency gaps in achieving Automotive Management Accreditation (AMA).

For more information go to: www.theimi.org.uk/roi
or call the IMI on 01992 511521

In partnership with the John Clark Group the IMI found that, without question, investing in management and leadership training provides economic and performance benefits for both the individual and the business.

- 184% and 212% ROI from two managers with financial target driven management training interventions (each £1 invested returned about £2 net, allowing for full training costs)
- A statistical analysis of the third manager's CSI data, before and after his AMA management development, showed a link between his team's performance and increased CSI score and a reduced monthly variance in the CSI score
- Line manager confirmation of exceptional personal growth in the managers
- Positive and sustained behaviour change in the managers and their teams

BMW Aftersales Manager – Customer Satisfaction project

As a result of additional training, coaching and renewed focus, the manager achieved an increased CSI score and reduced monthly variance.

- Has become a more effective manager driving improvement through his staff
- Analyses business performance more holistically
- Uses different management styles to direct, coach and motivate
- Delegates to empower and develop people
- Become a more assertive manager

Bodyshop Manager – accident repair up-selling project

As a result of additional training, coaching and renewed focus, the manager increased business performance through up-selling.

- Developed team to make the workshop more efficient
- Developed a culture of identifying and creating up-sell opportunities through product knowledge and meeting customer needs
- 212% ROI attributable to the manager's AMA development process – every £1 invested returned £2.12 net allowing for full training costs
- John Clark Group retained the manager through AMA

VW Service Manager – vehicle health check project

He changed his management strategy and increased service sales by maximising opportunities through vehicle health check using a new Data Management System (DMS).

- Manages the business and people more effectively to improve performance
- Assesses current business performance and identifies barriers
- Engages the key people and has delivered new ways of working
- Better performance management of individuals to deliver improved results
- 184% ROI attributable to the managers AMA development process – every £1 invested returned £1.84 net allowing for full training costs
- John Clark Group retained the manager through AMA

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