



# BODYSHOP HR 101

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When speaking with repairers, it is clear that recruitment remains a huge issue in the industry and will continue to be so in the foreseeable future. What is often not spoken about is why? Is it because those in the industry are leaving? Do the people in your business or the wider industry feel “valued”. Are they happy?

As well as bringing new people into the industry and having a focus on apprenticeships, just as important is retaining and developing the staff that you already have. Keeping everyone motivated and satisfied can be extremely hard work, it only needs one person in the workshop to become toxic to affect everyone around them, and that negativity can destroy your business.

Once declining morale takes hold, it can be hard or even impossible to rectify. It can and will affect the whole workshop and lead to more time sorting out conflict than

working on vehicles and making profit. If you’re not productive and making profit, you’re losing money.

## HAPPY WORKERS

How happy is your little family of employees? Or are they “just your staff”? Take an honest baseline of your business and rate it one-to-10.

The happier people are working, the more productive they are and the smoother the business will run. The key to that is “Involvement” – are your workers on *YOUR* journey?

One of the first things I coach in business development is sharing your vision and goals, and having everyone in the workplace on your journey with you.

If you involve everyone in your journey, the business goals, what significance each and every one has in the

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## OFFER MORE THAN JUST A GOOD SALARY

Find out what makes your staff happy? Flexible working hours? Perks such as health insurance for family, childcare subsidies, health and welfare perks?

Perhaps a cycle-to-work scheme or just providing a fun and happy place to work where they feel valued and part of your team and the business.

Last, but not least, nothing kills staff morale more than “not seeing a future”. Investing in your staff with training, skills and career development, lets them know that you see a future in your business with them an important part of it. Talk with your staff and ask them what they would like to do to develop their skills or career prospects.

If you invest not just money but time with them, your competitors will want to be you; your employees won’t want to leave.

business hitting its targets and objectives and how it benefits them (that’s the important bit), they are much more likely to want to help you get there.

Rewarding them when you hit specific targets and sharing these small success help to build camaraderie and teamwork while involving them as part of the business. The success of a company lives or dies on those it employs.

## COMMUNICATION

I recently read a brilliant book – *The Monk Who Sold his Ferrari* by Robert Sharma – which is packed with leadership wisdom. Among the many things I drew from it was about bosses making their staff feel valued and recognised, but most importantly “listened to”.

Take time out to really listen to what your staff are saying. Also, take time to understand them personally, their family lives, kids’ names, perhaps make a note of their kids birthdays and give them a day off on that day?

## HEALTH AND SAFETY

It might seem an odd one, but making sure your staff are safe also shows you care. Bodyshops are not the safest environments to work in, with respiratory issues high on the list of dangers. Making sure people are using properly fitted air-fed masks, not only for painting but grinding, sanding and filling, shows you value those working for you. It has the added benefit that they are less likely to be off ill in the future or develop long term illnesses.