

Leadership
& Performance
Development

LMA

Stillwell BMW



STILLWELL MOTOR GROUP CASE STUDY

THE ISSUE

Stillwell Motor Group was looking for business skills training beyond the motor industry that would develop staff personally and professionally.

THE SOLUTION

LMA is able to provide essential productivity, management, selling and communications skills to all Stillwell Motor Group personnel employed at various management levels.

THE RESULT

Stillwell Motor Group and LMA have worked together for over seven years to build organisational culture, foster customer service and develop emerging talent.

LMA helps foster staff development and customer service

Stillwell Motor Group is one of Australia's premier family businesses, ranked 126th in the 2006 BRW Top 500. The company was started almost 60 years ago by renowned Australian motor racing figure Bib Stillwell and is now into its second generation of being managed by the Stillwell family. Stillwell Motor Group employs 380 people in six dealerships selling BMW, Volvo, Jaguar and Ford motor vehicles across 15 sites throughout Melbourne.

Stillwell Motor Group uses its strong family culture and ethos to differentiate itself in the marketplace through promotion of high quality customer service. It prides itself on strong relationships with all its stakeholders including customers, staff, manufacturers and institutions. Michael Stillwell, Director at Large of Stillwell Motor Group explains, "The key to our success is holding our customers in high regard, measuring ourselves on customer satisfaction and ethical business practices that ensure repeat business."

NURTURING EXISTING EMPLOYEES CRUCIAL:

Michael says, "The business environment that Stillwell operates in is such that it's very hard to recruit good people from outside the company. Therefore, we focus on nurturing our existing staff."

The company recognised that its employees needed training that encouraged the development of personal and professional skills beyond specific motor industry training. Michael explains, "We use a variety of LMA programs including Effective Personal Productivity, Effective Personal Leadership, Effective Communication and Effective Selling Skills that we co-facilitate annually with LMA."

SMG
stillwell motor group

“The attraction of LMA was a commitment to people development in terms of personal skills and business skills jointly.”

*Michael Stillwell, Director at Large,
Stillwell Motor Group:*

“LMA helps us with succession planning and understanding the skills our people require in order to lead and manage effectively.”

*Michael Stillwell, Director at Large,
Stillwell Motor Group:*

To discuss how we can help you achieve exceptional results in your organisation, contact us on (Aust) 1800 333 270 or (NZ) 0800 333 270 or visit www.lma.biz

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LMA'S SOLID FOUNDATION IMPRESSES

STILLWELL MOTOR GROUP:

Stillwell Motor Group is driven by a desire to improve the skill sets of its people through communication and customer relationship skills development. Thus, the main strength of the LMA methodology the company recognised is that all LMA programs drill into the person, not just the business skills.

Michael says, “With LMA, it all comes back to what drives the individual to achieve through goal setting, understanding aspects of life and what drives you. The core product is excellent and it carries through to all its courses.”

LMA HELPS STILLWELL MOTOR GROUP

ACHIEVE KEY BUSINESS OBJECTIVES:

Michael explains, “As a ‘people’ business that prides itself on stakeholder relationships, ensuring all the team communicate effectively is essential. LMA helps us fulfil the objective of high quality customer service.”

All levels of employees at Stillwell Motor Group receive LMA training and the company sees results across the board. Michael continues, “We find that the majority of our people who undertake LMA courses get significant value and benefit from the experience. Those with the commitment to develop definitely achieve the most,” says Michael.

BUILDING A STRATEGY FOR THE FUTURE:

With LMA, Stillwell Motor Group is putting in place a strategy for the future by developing its next generation of leaders.

Michael comments, “At Stillwell Motor Group, we very consciously look after our people who exhibit talent that we can then foster, nurture and develop. Using LMA, we are able to take them in the direction they want to go.”

A LONG TERM RELATIONSHIP:

Michael concludes by saying, “What works really well for us is having a quality ongoing relationship with LMA. They understand our business intricately and we understand how to maximise the results of the LMA program and support the LMA lessons through internal reinforcement.”