



EVOLUTION

Let's talk about evolution and, no, not the religious debate or Darwinism — the evolution of business and self. As much as we would like some things to remain the same, they just don't; they continually evolve. Your favorite band will explore different methods of music. And, people around you will experience new things and transform in ways both good and bad.

One definition of evolving is to "develop gradually, especially from a simple to a more complex form." Notice how I use the word "complex," and not "better" or "improved." Our business has evolved significantly, and it has certainly gotten more complex. The advent of all the readily available information intertwined with a society demanding rapid response and process, as well as increased pressures on profit, margins and new competition have added significantly to our industry's complexity.

You can't fight change; you have to change the fight. Ultimately, we all have to evolve, even those who don't want to admit it. To be successful, you have to evolve constantly, and you have to replace the "complex" with the positive. It is certainly not easy to do and requires effort. If not, you have no control where you will land or if you land at all.

Our business will continue to evolve and certainly will become more complex. The solution is to be at the very least in that same evolutionary cycle, or slightly ahead of change. Inventing a new way of business or creating a new process isn't always necessary, but mastering the existing and being proactive with the coming are keys to moving forward. It's

easier to do what you know versus continuing to learn and explore. The fear of the unknown can creep in, cancelling any growth gained from new experiences by returning to the "old" way of doing things because there was some measure of success — that prior, fleeting success reinforces the failure path. If you stay on the road of the "now" or the "then," eventually you will get left behind. Here are some things you can do to evolve and continually grow:

- **Read.** The average American reads about one book a year. A recent poll showed that 28 percent of Americans did not read a *single* book last year. New words, new thoughts and new ideas inspire creativity.
- **Be in the know.** Explore sites and publications in the industry. See what others are doing and saying about our industry. It does not matter what level you are in your company; you can always benefit from knowing what is happening in your community.
- **Connect.** Make connections with people both in and out of your industry. You would be surprised how much crossover there is in the skill set you can pick up from others.

- **Be open to new ideas.** Don't dismiss anything immediately. Everything is worth some consideration — some ideas more than others. Take the time to examine and know all the facts before making a judgment.

"It's easier to do what you know versus continuing to learn and explore. The fear of the unknown can creep in, cancelling any growth gained from new experiences by returning to the "old" way of doing things because there was some measure of success — that prior, fleeting success reinforces the failure path."



- **Accept the fact failure will occur.** If there is no failure, you are not evolving. Experience is a sum of all our failures. No one is perfect. Everyone makes mistakes — just don't repeat them.

There's a reason sharks and other animals survived while dinosaurs are extinct. Don't end up like the dinosaurs.

Good selling.



BODYSHOP MANAGEMENT

3 1/2 DAY CLASS



MASTERS

SCHOOL OF AUTOBODY MANAGEMENT



The best 3 1/2 day investment in yourself and your business you'll ever make.

**March 21 - 24, 2016 • Galesburg, IL
April 11 - 14, 2016 • Galesburg, IL**

**Call to register: 1-800-563-1883
or sign up online at www.masters-school.com**