



**PROCHILO
BROTHERS**
AUTO COLLISION



CASE STUDY

Toronto, ON. February 2014

EXECUTIVE SUMMARY:

[The following summary was compiled using actual letters sent to LMI Canada from their leadership team]

According to Prochilo Brothers Auto Collision Leadership Team (run from the three separately owned and operated sites), they were facing many challenges.

In January 2011, the Prochilo Brothers Auto Collision Leadership Team was introduced to LMI. By their own admission, they were adrift – with no clear goals or action plans. It was so bad that they were in discussions to merge their locations with a competitor, which in their words, “would be like selling our souls to the devil”. To some, a merger would have been the worst decision for the company to make after 40 years in business.

But, their three separately run business locations had been in a rut for 5 years and they were losing customers. The cyclical nature of the collision repair business, like many other industries, can best be described as a roller coaster ride. Seasonal changes in climate often brought on an influx of work, but the business just never seemed to earn a sustainable and reasonable profit.

Almost two year later, they are, in their own words, “a group of young entrepreneurs who are working together on a common set of goals and have concrete plans and skills to make them happen”.

The LMI process has, according to the PBAC team, provided them with the ability to track/see:

- Who and where they were, and where they needed to go
- What was standing in the way of achieving their goals
- What strategies could be implemented to overcome the obstacles
- That success is not inherited...it cannot be bought but must be earned
- That there is a holistic approach to reaching ones full potential (both personal & corporate)
- That destructive habits negatively impacts personal and business growth
- They needed to develop new habits, conducive to achieving their goals.

In just 2 years:

- Their organization has evolved where it can track and measure on a monthly basis the Key Performance Indicators (KPI's) that drive the company's success – they now “manage-by-fact”
- They have clear and concise short and long term personal and corporate goals
- They hold each other accountable, in a professional and supportive manner, to deliver
- They have increased sales by over \$1.6 million per year (and growing)
- They are profitable

Some final verbatim comments from the PBAC team:

“This process truly is one of the best coaching and development training that's out in the market. Moving forward, we truly cannot live without LMI.”

“Although, we have come a long way, we will forever practice continuous improvement and live by the LMI creed (now our creed too!) that “Complacency Kills a Company”

“It is with much appreciation that I write this letter. I hope you can share our story so that others may be inspired the same way we were. If there is anything you need in the future, please don't hesitate to reach out to PBAC.”

While LMI continues to provide ongoing coaching to the PBAC team as required, they are able to stay on top of their critical business metrics using a PBAC-site specific corporate dashboard that LMI helped them to build. It provides them with hard data on the Growth, Quality, Operations and Financials.

To learn more about LMI Canada processes and programs, please contact your local LMI Canada team member.

For more detailed information including actual letters from the PBAC leadership team contact Frank Kreze. President LMI Canada at 905-890-0504 or fkreze@lmicanada.ca