

A close-up, profile view of a man with a beard and mustache, wearing a light-colored button-down shirt. He is looking intently at a tablet computer he is holding. The background is blurred, showing other people in a meeting or training session. The lighting is soft and professional.

# Five success factors to transforming your executive training program





In today's rapidly evolving mobility industry, standard training programs often fall short of meeting the complex and dynamic needs of professionals. The demand for continuous learning and adaptation has never been higher, especially for those in leadership roles within dealerships and OEMs. While traditional training methods offer foundational knowledge, they fall short of fully preparing leaders with the necessary tools and insights to excel in their specific environments. Tailored executive management programs not only fill this gap but are also customized to the industry and designed to drive real-world application and tangible business outcomes.

## **Why tailored executive management programs are essential**

Tailored executive management programs play a crucial role in addressing industry-specific challenges and promoting practical application. By customizing training to individual needs, these programs enhance employee engagement, retain top talent, and foster comprehensive skill development. Additionally, they create a collaborative learning community through networking and knowledge sharing.

The programs transform how leaders approach their roles. They equip participants with the skills to implement effective changes, improve operational efficiency, and enhance customer satisfaction. The ripple effect of these programs extends beyond individual growth, positively impacting overall business performance and creating a more agile and knowledgeable workforce.





## 01. | Customization of content

### **Tailoring to the brand and industry**

A key differentiator of successful executive management programs is the customization of content to align with the specific needs and processes of the brand and industry. By integrating industry-specific case studies and examples, these programs ensure that the learning is relevant and immediately applicable. For instance, in the automotive sector, every module—be it on marketing, HR, or performance management—should be delivered with an automotive focus, making the content relatable and practical for participants.

### **Practical application**

Customizing content also involves reworking traditional academic theories to fit real-world automotive scenarios. This approach helps participants understand complex concepts through the lens of their daily operations, fostering a deeper connection with the material and encouraging practical application in their roles.





## 02. | Accreditation and recognition



### **University partnerships**

Partnering with universities to offer accreditation for these programs adds significant value. Participants not only receive recognition from their OEMs but also earn academic credits, which can be applied towards advanced degrees like an MBA. This dual recognition boosts the credibility of the program and provides tangible benefits for career advancement.

### **Aspirational value**

The accredited programs are often seen as prestigious, making them highly aspirational. Employees are motivated to participate, knowing that completion of the program is a notable achievement that can significantly enhance their professional standing.



In some instances, participants may get nominated as having completed the program by the OEM and receive university accreditation, which can give them credits towards an MBA.”



### 03. | Comprehensive skill development



### **Holistic learning approach**

Effective executive management programs provide a holistic learning experience that covers all aspects of dealership operations. This includes modules on finance, sales operations, after-sales management, and more. By exposing participants to a wide range of topics, these programs ensure that they develop a comprehensive understanding of how different parts of the business interconnect.

### **Balanced scorecard and customer experience**

Introducing concepts like the balanced scorecard for customer experience management helps participants map out and improve customer journeys within the dealership environment. Such tailored modules are critical in helping managers implement effective changes in their operations, ultimately leading to better customer satisfaction and business performance.





04. | **Building a learning community**



### **Networking and collaboration**

One of the most powerful aspects of these programs is the opportunity for participants to build a community of peers. Through group projects and collaborative learning activities, participants develop strong networks that extend beyond the classroom. These connections facilitate ongoing knowledge sharing and support, which are invaluable for continuous improvement and innovation.

### **Cross-functional insights**

By mixing participants from different functional areas and including OEM personnel, these programs adopt a deeper understanding of the entire dealership ecosystem. This cross-functional insight is crucial for breaking down silos and promoting a more integrated approach to business management.

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Attendees get a really good understanding of how other areas of the business operate, for example production-line staff will see how a dealership works and what happens in a retail environment.”



05. | **Focus on retention and talent management**

### **Employee engagement and satisfaction**

Tailored executive management programs play a vital role in retaining top talent. By providing meaningful and relevant learning opportunities, companies demonstrate their commitment to employee development. This investment in their growth leads to higher job satisfaction and loyalty.

### **Succession planning**

For many organizations, these programs are integral to their succession planning strategies. By providing frontline managers with advanced skills and knowledge, organizations can nurture future leaders who are well-prepared to take on more significant roles within the company.

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Some brands consider the completion of these programs a prerequisite for becoming a general manager or a dealer principal.”





### **Enhance leadership performance with MSX's Tailored Executive Management Programs**

While traditional training provides a necessary foundation, it is not sufficient to meet the evolving demands of today's automotive industry. Tailored executive management programs complement and enhance this foundation by offering customized, industry-specific training that drives real results. By focusing on customization, accreditation, comprehensive skill development, community building, and talent management, these programs create a robust learning ecosystem that supports continuous growth and excellence.

**To discover more, visit us at** [msxi.com/learning](https://msxi.com/learning)

