

Learn to Lead: Guaranteed to Succeed



FEMSA/FAMA
Toronto
October 10th, 2019









BRYAN BROS
CITROËN
CARS &
COMMERCIAL VEHICLES

LUCAS LAMP &
MOTOR CHAIRS
WHEELS AND SPRINGS

ROYAL
GARAGE

CATHEDRAL
HOTEL.



MAIN  DEALERS

Phone
2431
(1 line)

Bryan Bros. Ltd.

The
CENTRE
BRISTOL

Bryan Bros. Ltd

SALES &  SERVICE

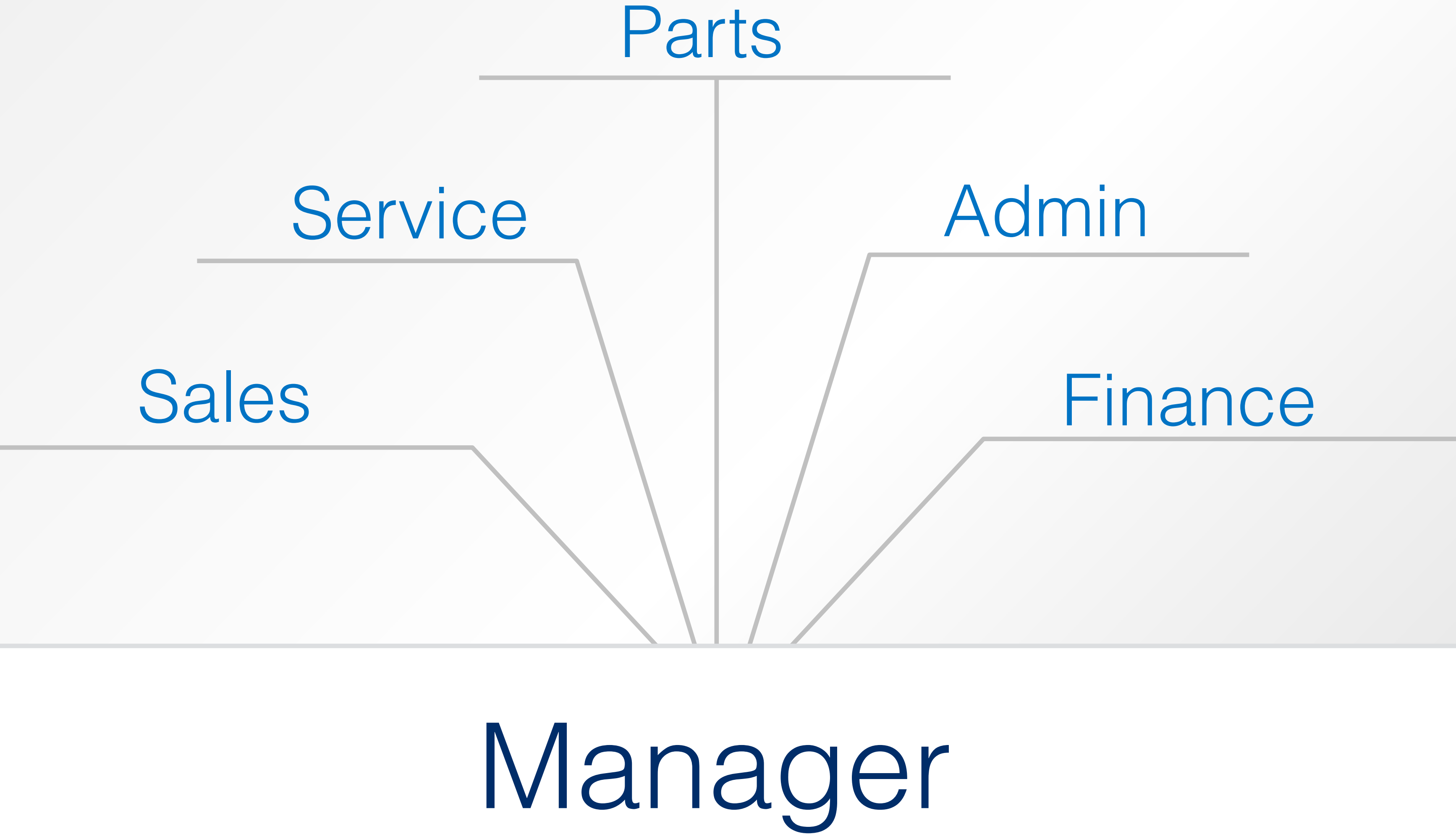
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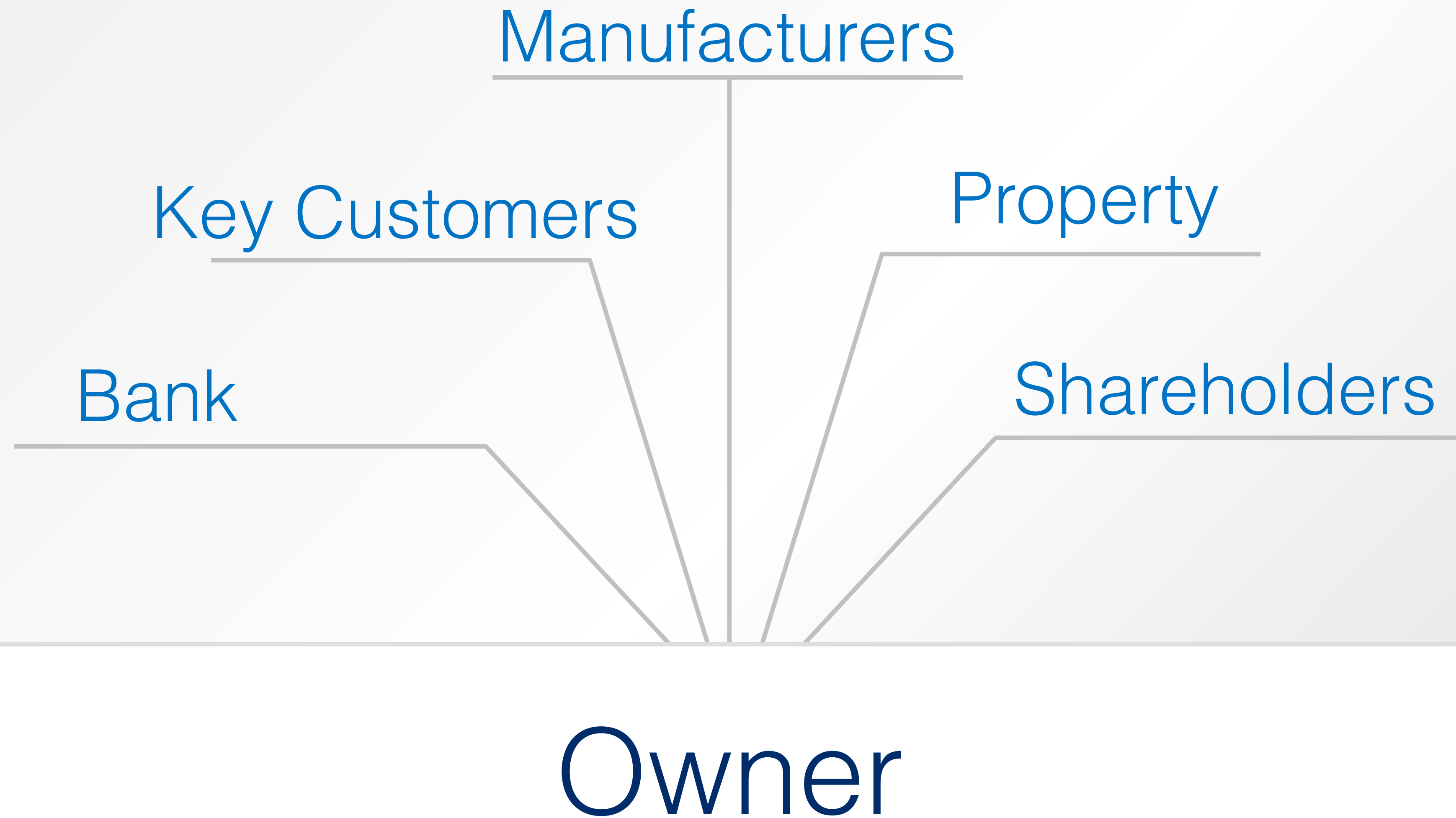
Meeting Frank



Define your Role







Think about your role today.

If you had a magic wand what
would you change?



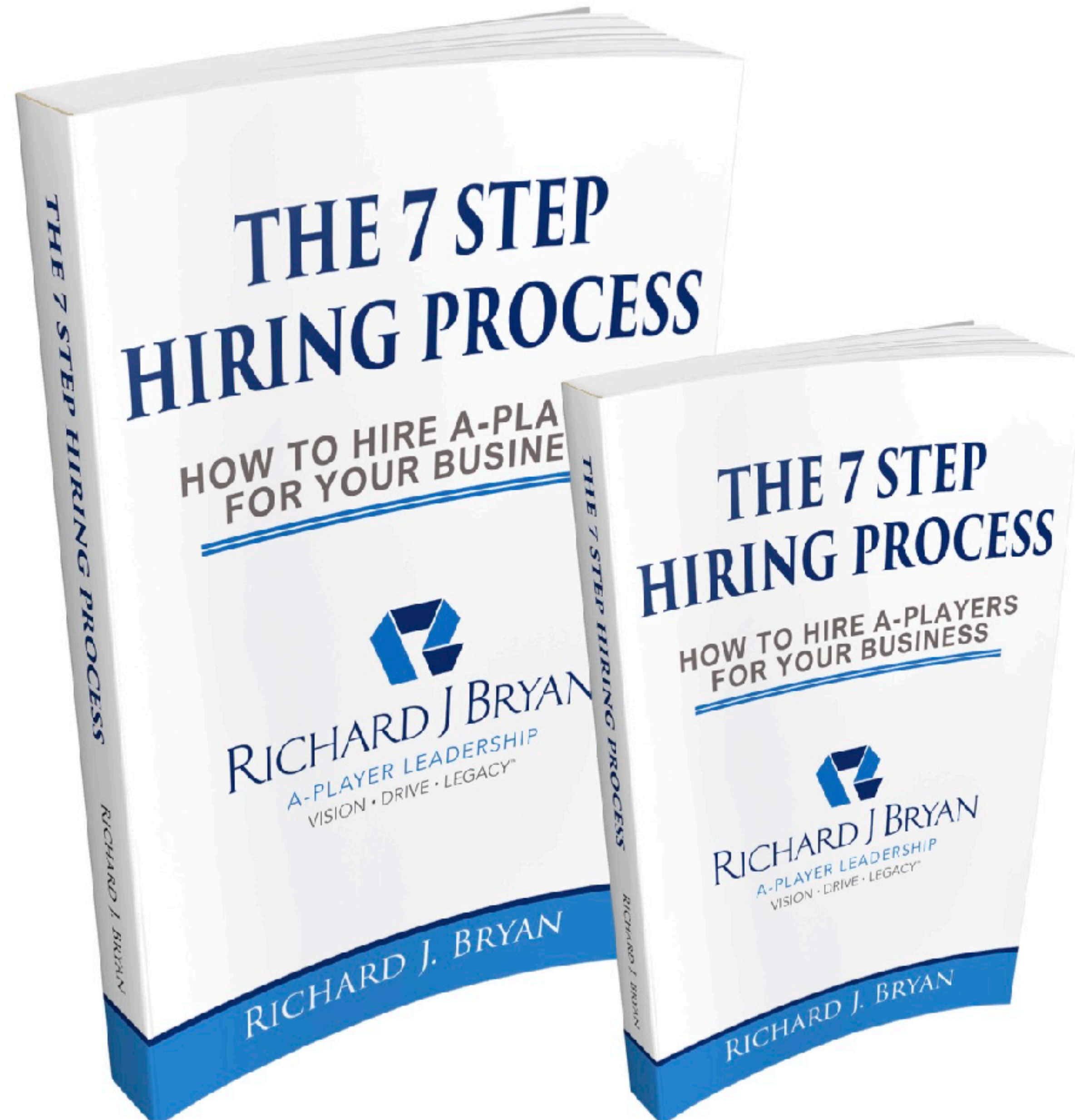
Hire “A Players”





Where will you find
your next “A-Player”?

Do they need industry
experience?



Oh, crap!
Was that
TODAY?



Lesson 3

Have some Fun!



RICHARD J BRYAN

Business lesson gives Bryan Brothers focus

Richard Bryan turns loss into profit – with the help of a Cranfield business course

In its 2004-2005 financial year Bryan Brothers lost £284,000. The following year the Bristol-based group lost almost £200,000. It wasn't an auspicious start to new managing director Richard Bryan's reign.

The fourth generation Bryan to head a business started in 1913 by his great grandfather James Bryan, he faced a number of issues, not least sizeable turnover of around £80m that was delivering tiny margins thanks to the cash-absorbing Iveco truck operation.

Bryan sold that in 2002 together with a Fiat/Alfa Romeo dealership, releasing cashflow into the business. But that was just the start of the action required to put the group back in the black.

Buoyed by completing a two-year business programme at Cranfield University in 2005, Bryan put together a three-year strategy plan for 2006-2008. He also bought back control of the group from two trusts and now holds 85% of the shares.

Empowerment works wonders

The impact has been impressive. In the 2006-2007 financial year, Bryan Brothers is on target to make a profit of £200,000 on turnover of £27m, a 0.74% return.

"My thoughts were that this is not

Richard Bryan is the fourth generation Bryan to head the business



Flying with the eagles

In 2004, Richard Bryan set up the Eagles Club to reward his top 20 performers in each department. Three times a year the top staff are taken out for a meal in recognition of their hard work.

For Bryan it's also an opportunity to get their feedback about the company and ideas for improvement. "We benefit from their views," he says.

He also arranges team building events throughout the year inviting different departments each time. Again, it's an attempt to break down barriers and improve internal communication.

Last year the pay plan structure changed to link in with profitability as well as sales. "This is a significant change in culture but it is essential to grow our profits and not just sales," says Bryan.

Emphasis has also been placed on finding ways to improve performance with staff rewarded for ideas with store vouchers and gifts.

shared with staff and progress is fol

the Cranfield management course,

a Citroën showroom, a Ford and



Celebrate success...

What are some low cost
ways to have some fun?

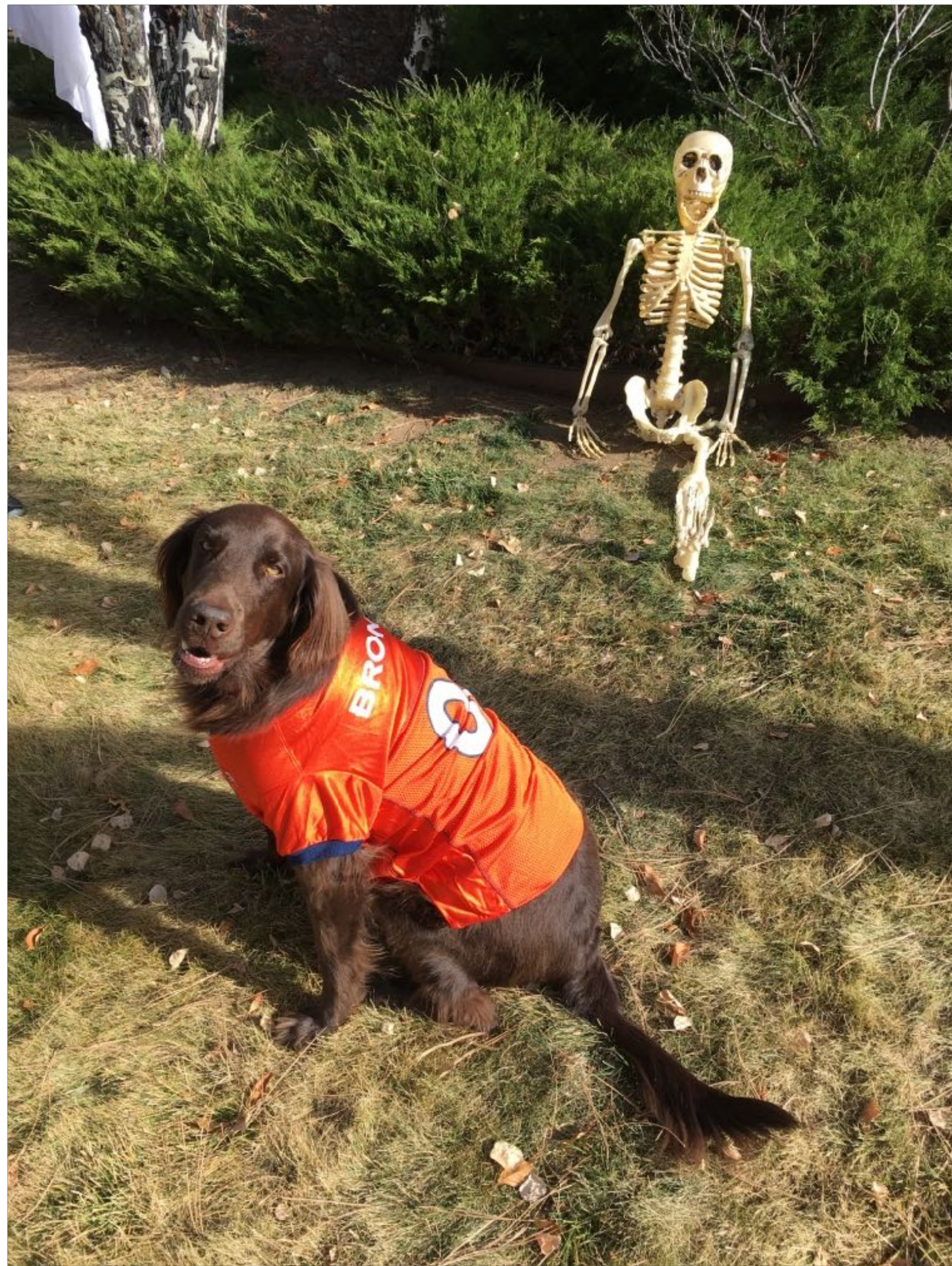
What is your
No.1 Priority?

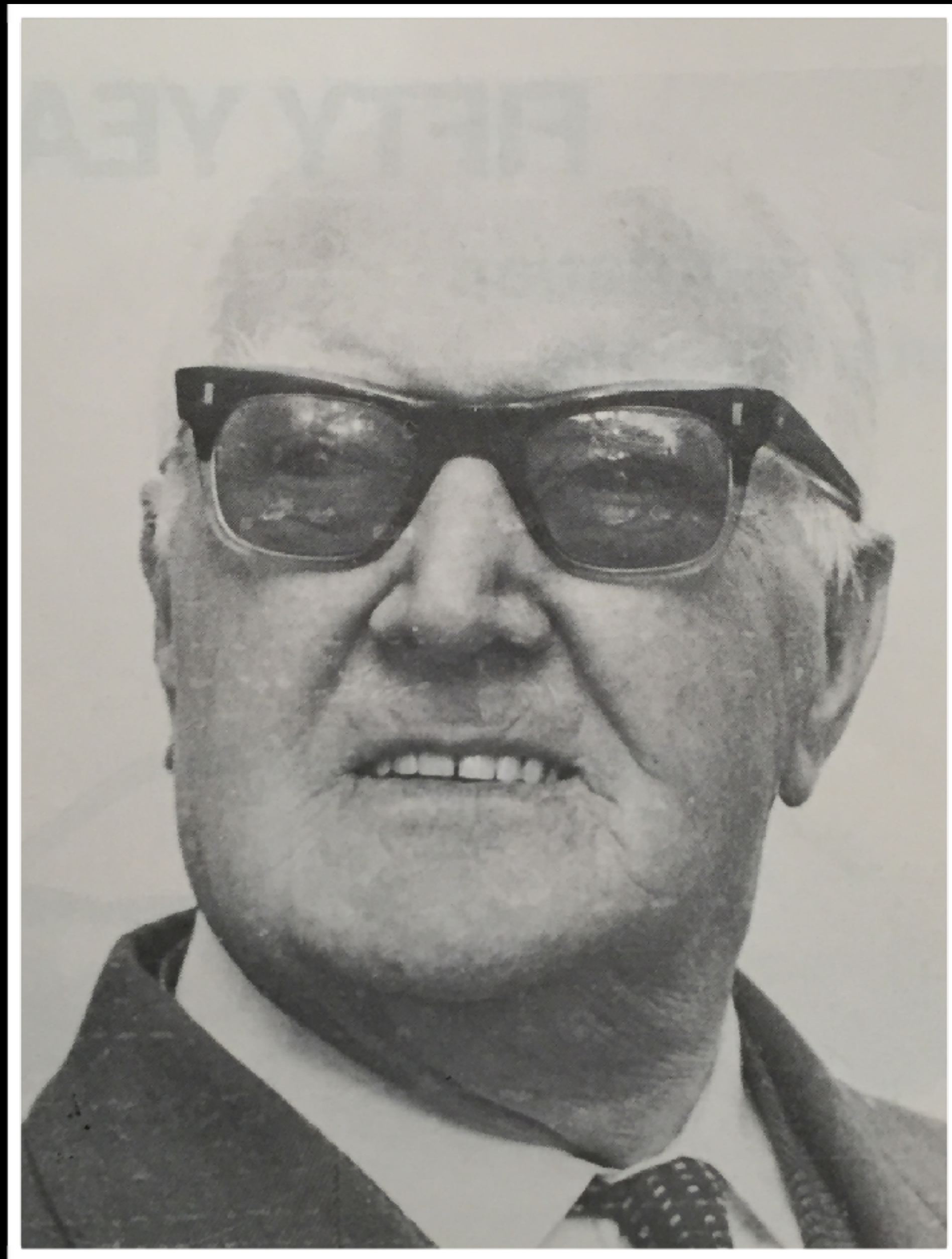






@RichardJBryan





Thank You



RICHARD J BRYAN

A-PLAYER LEADERSHIP

VISION • DRIVE • LEGACY™



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