

Discover Your Greatness Through Your Peers

By Dave Luehr | 23 June 2020

What does a large multi-store body shop operator have in common with a small, single store operator? One thing for sure: they both started with a single location. What happens next is a topic that has fascinated me for as long as I can remember.

There are a multitude of reasons for super-success including self-confidence, having the right attitude, willingness to learn new things and so on. While many collision repairers today struggle to stay afloat, they often blame forces perceived to be outside of their control. In fact, some business owners will blame their bigger competitors for the struggles they are dealing with, not realizing that they themselves have many of the same resources available to them to grow if they choose.

So, what are these magical resources?

The magical resources I am talking about are simply the people you associate with. You have probably heard it said that you are like the 5 people with whom you spend most of your time. If you are a person that really wants to achieve great things during your time on earth, why would you not choose to hang out with others that also want to accomplish great things? Birds of a feather flock together whether it be turkeys or eagles!

When I was a young man, I started my first business with an initial investment of \$100, a Devilbiss paint gun and a dream. It was much tougher than I expected. I quickly realized that being a good painter does not guarantee business success. Fortunately, I was desperate enough to seek out mentors and one of them handed me a book called [*Think and Grow Rich*](#) by Napoleon Hill. This chance incident massively changed the course of my life forever!

The Turning Point

I wasn't much of a reader back then, but I couldn't put *Think and Grow Rich* down (still can't today!). A chapter that particularly stood out to me was titled, 'Power of The Mastermind.' This chapter described how all the greatest industrialists of the 20th century joined forces in a Mastermind to help one another accomplish things they alone could not. Great men such as Henry Ford, Thomas Edison, and Harvey Firestone worked together in a group they dubbed 'the Vagabonds.'

My new-found understanding was a major turning point in my life as I began a quest to seek out other young entrepreneurs who shared a common passion for personal and business growth. The groups I have associated with over the many years since deserve credit for a huge part of my success.

The Power of Peer Groups in the Collision Industry

In our industry today, many great collision businesses you have heard of participated in a single Mastermind group in the 1980's called the Coyote Vision Group. Great collision companies such as True2Form, Church Brothers, Cooks Collision, Schaefer Auto Body, ABRA, and many others were a product of this amazing group of like-minded businesspeople.

Clearly the power of industry peer groups is astonishing in a positive way. Unfortunately, the opposite can also be true. We've all seen them. Groups of people getting together in person, or on social media, to gripe and complain about how bad everything is. Misery loves company I guess, but if you are serious about personal or business achievement, you'll need to steer clear of the pity party!

Don't settle for mediocrity!

Find a group of people dedicated to improvement. Professionals dedicated to helping one another in a positive way—*solving* problems together instead of griping about them!

Good peer groups come in many different formats and if you are an independent collision repairer, I highly recommend seeking out one or more of these groups as soon as possible!

- Industry associations, both local and national
- Local business clubs such as Rotary or Chamber
- Social media groups (such as [The Body Shop Executive's Performance Group](#) on Facebook!)
- Franchises & networks
- 20 Groups & Mastermind groups

Listen. It doesn't matter how big or small your business is, you can definitely benefit from associating with positive, forward-thinking people. Single store and small MSO operations can no longer afford to live alone on an island. Besides, it gets lonely!

As the famous quote by Helen Keller suggests... **“Alone we can do so little; together we can do so much.”**

Let's start experiencing that 'much'!

Elite Mastermind Groups are launching in July 2020! If you are ready to think big AND experience big results, now is the time to participate in a positive, virtual Mastermind group. Watch [the replay of Dave's June 2020 webinar](#) and [schedule your one-on-one Mastermind introduction with Dave Luehr](#) to see if Elite Mastermind Groups are a good fit for you.

If you have questions, reach out to us at info@elitebodyshopsolutions.com.