



# How To Have Difficult Conversations

in-person training with  
**Tim Shaffer,**  
Level 6 Auto Shop Consulting



Did you know 90% of the problems we face can be solved with effective communication? It's true. Whether it's communicating within your team, with a customer, or with a vendor, how we speak to one another can make or break a relationship and, ultimately, impact our business. But achieving effective communication can be an uncomfortable process when dealing with various problems and various individuals.

How do we best approach different communication styles? How can we manage egos and personalities through the words we choose? And how do we step outside our comfort zones to navigate the hard conversations in a productive way?

In this class, Tim Shaffer will dig into the emotional intelligence aspect of communication and share their tips for creating a system to better communicate consistently across your organization.

Communication is the key to success, so let's start talking!

Tim Shaffer is a second-generation owner of Dale's Service Center in Davenport, Iowa established by Tim's father in 1977. Tim grew up working in the shop, starting out as the tire kid, moving through the ranks as a technician, service advisor and eventually purchasing the business in 2007. In 2008, Tim expanded the business with a remodel to the shop and office, converting it into a 4 bay shop doing well over 1M in sales annually. Since 2000, Tim has trained with numerous coaches and training companies, but knew from the onset that he wanted to become a business coach himself. He loves exploring the efficiency opportunities, navigating the day-to-day challenges, and now relies on that experience to help other shop owners with marketing, expenses, KPIs, labor rates, and personnel issues.

## Des Moines Chapter

Tues, October 19, 2021  
 6:30 - 8:30pm  
 Steamboat Boys BBQ  
1301 NW 114th  
Clive, IA 50325

Members: \$59  
Non-Members: \$79  
includes dinner & training

for shop owners,  
managers &  
supervisors

### Upcoming Events

NOVEMBER 16, 2021  
Tire Repair & Safety

DECEMBER 16, 2021  
Ugly Sweater Holiday Party

Register at [MWACA.org/events](http://MWACA.org/events)

Questions? 816.413.9800