

# CARSability™

For Higher  
Performance

Keeping your  
business  
on the road  
to success!



**BUILT BY INDUSTRY, FOR INDUSTRY**

## MAXIMUM

**COST EFFECTIVENESS**  
Only \$20 CDN per assessment

**USER FRIENDLINESS**  
Easy and simple to use

**ACCESSIBILITY**  
On-line 24/7, whenever you want it

**EVALUATION**  
To identify skills gaps of employees or  
potential new hires in 34 repair and  
service occupations

**TRAINING INVESTMENT**  
By isolating training requirements

[www.carsability.ca](http://www.carsability.ca)

CARSability is a new web-based skills assessment tool aimed at improving the bottom line of every shop, large and small in Canada's motive power repair and service industry. It was developed in response to industry's requirement for an accessible tool that would assess skills and identify the most appropriate training to strengthen and develop them.

In the past four years, over 1000 industry professionals volunteered their time and expertise to develop 34 functional standards and over 12,000 assessment questions based on these standards.

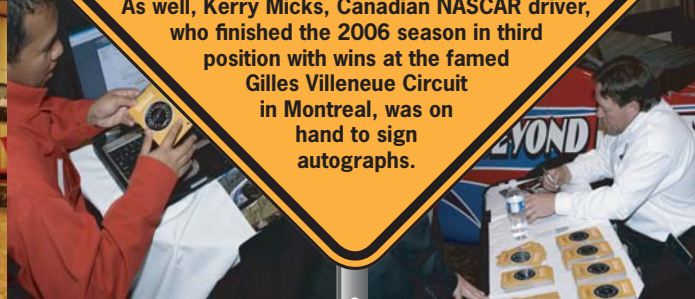
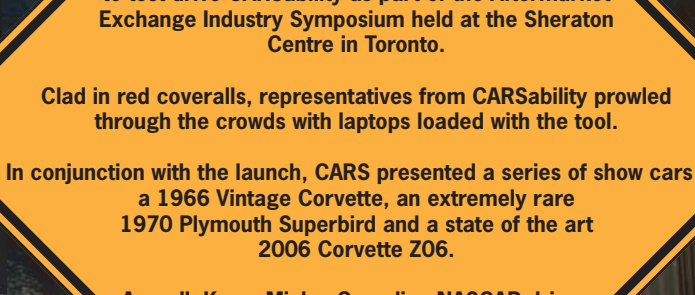
Officially launched in November 2007, CARSability now offers a consistent means for industry employers to effectively hire, manage, train and retain employees while getting the best return on their training investment dollar. The ultimate result – a more productive workforce that will improve the profitability of the repair and service industry as a whole.



## TRAINING PROVIDERS - ARE YOU LISTED?

Upon completion of an assessment, CARSability will search a comprehensive database of the best available industry training to provide course suggestions that are customized to the skills gaps.

Want to get your training courses listed?  
Contact [training@carsability.ca](mailto:training@carsability.ca) today!



# THE UNVEILING

CARS invited stakeholders from across Canada to test drive CARSability as part of the Aftermarket Exchange Industry Symposium held at the Sheraton Centre in Toronto.

Clad in red coveralls, representatives from CARSability prowled through the crowds with laptops loaded with the tool.

In conjunction with the launch, CARS presented a series of show cars - a 1966 Vintage Corvette, an extremely rare 1970 Plymouth Superbird and a state of the art 2006 Corvette Z06.

As well, Kerry Micks, Canadian NASCAR driver, who finished the 2006 season in third position with wins at the famed Gilles Villeneuve Circuit in Montreal, was on hand to sign autographs.



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## INDUSTRY EMBRACES CARSABILITY - a long overdue professional development tool

Key industry leaders are speaking up and sharing their excitement about what CARSability can do for professional development and profitability in the motive power workplace. Here is some of what we've heard on how CARSability measures up.

### What CARSability means to business success

Business owners and managers in motive power workplaces agree that having the right skills in place is key to a profitable bottom line. What has been missing, has been a way for the industry to identify and measure those skills across the board. "We need tools to assist small & medium owners, we need tools we can bring back to employers at the ground level!" says Corrie Robley, Executive Director of the Automotive Human Resource Sector Council of Nova Scotia, whose mandate is HR strategic development work that helps the 1,457 motive power employers in the province with recruitment, retention, repatriation and retraining of older workers." Other industries Robley says, "are using professional profiles and benchmarks. We need to be able to benchmark skills on the shop floor and turn training into profit."



Phil Myers



Corrie Robley

The development of a skills assessment tool was supported by key industry stakeholders, including Phil Myers, Manager of Automotive Education for Canadian Tire Corporation Limited. "CARS pulled together a national industry advisory committee, made up of industry employees, to build a tool with industry-wide application." This national project advisory committee provided direction throughout each stage of the development.

(continued on page 3)

# THE LAMBO GOES TO GEORGIAN COLLEGE STUDENT

It is racing yellow, has a leather interior, and roars to life when you turn it on. It is Lambo – the Automobili Lamoborghini laptop won by lucky Tyler Horning, a Georgian College student who took a CARSability “test drive.”

18-year-old Tyler, considers himself a winner in other ways as well, having chosen to enter the four-year Bachelor of Applied Business: Automotive Management Degree Program at Georgian College. He is delighted by the extensive employment opportunities offered by the automotive world, the networking opportunities offered by the co-op program, and Georgian’s flagship auto show, which he calls “an amazing experience.”

The AXIS conference gave Tyler the first taste of industry business conferences. The CARSability demo impressed on him the degree of commitment on the part of the aftermarket to the ongoing professional development of technicians in independent repair shops.

Tyler sees himself ultimately working for an organization that offers the best opportunities, based on his interests. For now, he is pleased to be the envy of family and friends, for owning his “Lambo”. “Everyone wants to see the laptop. I’ve never won anything like this in my life, and of all the automobile manufacturers for it to be Automobili Lamoborghini, my favourite! My family was shocked, and haven’t had a chance to see it yet. My friends back home couldn’t be more jealous.”

CARS was very pleased that the laptop was won by a young person, preparing himself for an exciting career in the industry!

**Congratulations Tyler and good luck at Georgian!**



Jennifer Steeves with Tyler Horning

# INDUSTRY EMBRACES CARSABILITY (continued from page 2)

## Industry support began with development

John Watt, Director of Automotive Retailing, Petro-Canada Certigard, is an active promoter of ongoing professional development. “If ever there was a CARS project that I participated in, that was worth putting in time and effort into, this was it” he says. “Absolutely brilliant,” is what he calls CARS’ ability to engage the entire industry in sourcing and contributing to the data required for defining occupational benchmarks for 34 occupations by, as Watt describes it, “putting our finger on best in class operators, so we can learn from them.”



John Watt

Watt is proud of Petro-Can’s franchisee and employee participation in the development of CARSability. Harlow Allen, franchisee at the Silver Springs Certigard shop, which is reputed to be one of the best shops in Calgary, thought it worthwhile to send the service manager, Steve Wimmer to Toronto for three days to “take off his brand hat” as Watt puts it, along with other participants from other locations, in order to arrive at a common definition of what it takes to be best in class. That kind of time commitment on the part of franchisees “blew me away” says Watt. Putting in their time and giving up their pay, these people “give a real stamp of approval to this unbelievably good tool to access the training needs of people,” those already in the industry, as well as those coming in.” Wimmer

sees an immediate value for his shop in the “putting into words what we expect us and our staff to do on a daily basis”. For an industry that has a huge need for retaining staff, as well as a growing worker shortage, “having a tool like CARSability, is going to be increasingly important, as it becomes tougher to staff.”

## Skills assessments and much more

“CARSability is NOT a test,” stresses Myers, “it is a tool to assess your people. Many of our stores use it to make their own training plans. It has been very well received. It is very important to identify skills gaps.”

But more importantly, it will help you “reduce your training costs by eliminating the courses you don’t need,” says Myers. In addition, the random computerized selection of 100 questions for each assessment essentially generates a brand new assessment each time. Systematic staff assessment and training builds staff loyalty. “If you provide the people the training that they need, you will keep them interested in their jobs and as a result they will stay with you” is how Myers sees it. “Canadian Tire is very pleased with CARSability.”

Lloyd Stamm, Chief Executive Officer of the Automotive Training Standards Organization, believes B.C. industry employers can expect (continued on page 4)

**CARSability**  
For Higher Performance

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**ASSESSMENT PRICING**

CARSability Pricing

CARSability assessments are \$20.00 Canadian per assessment. This price includes the following:

- » 100 question assessment for occupation of choice
- » Instant assessment evaluating upon completion
- » Detailed analysis of your results
- » Training recommendations for any skills gaps identified
- » Permanent record of your assessment under your account

**ASSESSMENT PRICE**  
\$20 Canadian

Your assessment is 100 questions in length and will provide you with a comprehensive analysis of your skills upon completion.

*“Applicants can claim to have a variety of skills and CARSability provides a quick and easy tool for assessing what they really CAN do and what they need to work on.”*

- Roy Rump, Roy Rump and Sons

**Investing in a CARSability assessment makes good business sense when compared to the cost of recruitment and termination.**

# INDUSTRY EMBRACES CARSABILITY

(continued from page 3)



“great HR value from using CARSability as a candidate screening device and for identifying possible promotions within a company.”

Stamm sees particular value in CARSability for screening candidates who are considering moving across the country, or the ocean, to take up a new position. Potential immigrants can access CARSability from anywhere in the world “and get a sense of what Canadian expertise requirements look like, what would be required of them in order to be able to integrate into a Canadian motive power workplace”.

Stamm feels that this pre-screening capability will be particularly useful for B.C. employers for two reasons: the anticipated influx of more workers from other parts of Canada, based on latest Canadian migration statistics indicating that B.C. and Saskatchewan are the only two provinces with net migration gains; and, because B.C. has been at the forefront of adopting waterborne paint technologies and is looking at attracting experienced painters from European countries like Germany and as far away as Sri Lanka, India and the Philippines to fill other skills gaps.

Corrie Robley sees CARSability as a tool that has application for the “4 R’s” of recruitment, retention, repatriation and retraining. Robley strongly feels that “you need to benchmark skills on the floor, and CARSability will capture that.” She adds, “You can also discover that you have a master technician that can be a draw for your business.” Stamm foresees larger shops, particularly dealerships, using CARSability assessment results to identify top performers for further targeted skills enhancement and promotion when the best candidates are identified, based on existing skill sets.

## Early adopters

Roy Rump of Roy Rump and Sons in Ottawa is a small shop owner and early adopter of CARSability. He firmly believes in the value of CARSability for assessing new hires. “Applicants can claim to have a variety of skills and CARSability provides

a quick and easy tool for assessing what they really CAN do and what they need to work on.” Rump used CARSability to screen recent new hires and found that both he and his new apprentices agreed on both the strengths and training needs that the assessment tool identified. Dolly Grech, who was hired by Rump in April 2007, says she “loves that you can see how many people agree or not” with any of the responses to CARSability questions. The fact that “this tool is built for flexibility, keeps changing and evolving, in order to keep pace with the rate of change in the industry” is one of the greatest strengths that CARSability offers, in the eyes of CARS Executive Director, Jennifer Steeves.

In addition to using CARSability as a screening tool for new hires, Roy Rump has used it to benchmark the skill levels of all his staff. He has found that assessment results have “expanded their ability to determine their skill levels and identify the training that would be of greatest benefit, be it in electronics, brakes emissions, etc.” It has been about 6 months since Rump’s staff underwent their initial assessments and earmarked areas of additional training. Rump feels CARSability will make “a great tool for re-assessing skill levels to see what impact targeted training has had on initial skill levels.” Does knowledge and training pay? Rump is finding that higher assessment scores correspond to higher productivity in his staff.



Dolly Grech

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As Canada’s leader in human resource development and training for the motive power repair and service industry, the Canadian Automotive Repair and Service (CARS) Council addresses the needs of one of the largest and most important components of the Canadian labour market.

CARS brings together government, business, and educational stakeholders to share ideas, concerns and perspectives about workforce issues and to develop proactive training and professional development initiatives for the motive power repair and service industry.

CARS activities and strategic direction as a national, not-for-profit sector council are driven by the industry’s need for proactive programs that increase workforce skill levels and industry productivity.

Funded by the Government of Canada’s Sector Council Program.

The opinions and interpretations are those of the authors and do not necessarily reflect those of the Government of Canada.

## IN NEED OF A TUNE UP?

CARSability currently offers assessments for a wide range of business and technical occupations in the automotive repair and service industry. These include:

- |  |                                    |
|--|------------------------------------|
| Automotive Service Technician              | Collision Damage Repair Technician |
| Automotive Paint Technician                | Service Manager                    |
| Parts Manager                              | General Manager/Business Operator  |
| Collision Repair Advisor/Estimator         | Heavy Duty Equipment Technician    |
| Truck & Coach/Transport Service Technician | Customer Relations Specialist      |
| Service Advisor/Estimator                  | Parts Counter Person               |

For a complete list of available assessments, please visit [www.carsability.ca](http://www.carsability.ca)