




# INTERACTIVE DISTANCE LEARNING

JULY TO SEPTEMBER  
2021

Mazda Brand Academy is excited to continue our Interactive Distance Learning (IDL) courses to help you improve your knowledge and skills across Leadership, Fixed Operations Management, Talent Management (Hiring & Onboarding), and, of course, Product! IDLs are live, presentation/discussion style courses held within a virtual classroom and led by a Mazda Facilitator. IDL's are a great way to learn and interact with your peers in an open forum. Please see page 2 for course descriptions.

**Enrollment is required to attend.**

LEADERSHIP		FIXED OPERATIONS		TALENT MANAGEMENT		PRODUCT	
Audience: All Sales and Service Team Members		Audience: All Sales and Service Team Members		Audience: Dealer Managers and Front Office Team Members Only		Audience: All Sales and Service Team Members	
<b>LEADERSHIP LEVEL TWO SERIES</b> <small>COMPLETION OF LEADERSHIP LEVEL ONE SERIES IS REQUIRED. MODULES CAN BE TAKEN IN ANY ORDER.</small>		<u>90046</u> <b>NEW!</b> Service Customer Selling Skills	<u>90021</u> The Human Capital Advantage	<u>90032</u> <b>NEW!</b> VOC: Mazda Technologies and Human-Machine Interface			
<u>90034</u> <b>NEW!</b> Module 1: Priority Setting and Time Management		<u>90043</u> <b>NEW!</b> Building the Business	<u>90023</u> Winning Candidate Engagement Formula	<u>90033</u> <b>NEW!</b> Presenting Mazda Vehicle Technologies			
<u>90035</u> <b>NEW!</b> Module 2: Delegating and Managing Up		<u>90044</u> <b>NEW!</b> Business Management Tactics Basics	<u>90025</u> Own the Result: Make Day One Great	<u>90041</u> <b>NEW!</b> New Vehicle Delivery			
<u>90036</u> <b>NEW!</b> Module 3: Difficult Conversations		<u>90020</u> Building Insight into Service Operations			<u>90029</u> Head-to-Head: CX-30 vs. CX-5		
<u>90037</u> <b>NEW!</b> Module 4: Overcoming Bias and Being Inclusive		<u>90022</u> Delivering a Mazda Premium Service Experience			<u>90031</u> VOC: i-Activsense Advanced Safety		
<b>LEADERSHIP LEVEL ONE SERIES</b> <small>MODULES TO BE TAKEN IN CHRONOLOGICAL ORDER</small>							
<u>90018</u> Module 1: Becoming a Mazda Leader				<b>HOW TO ENROLL?</b>			
<u>90019</u> Module 2: Building Trust as a Mazda Leader				<b>1</b> Select the IDL Course Number Link (from above)			
<u>90024</u> Module 3: Adapting Your Leadership Approach				<b>2</b> Click "View Sections"			
<u>90027</u> Module 4: Planning for Leadership Success				<b>3</b> Choose the <u>DATE</u> and <u>TIME</u> that works for you			
				<b>4</b> Click <u>ENROLL</u>			
				<b>5</b> You will receive a confirmation email from <a href="mailto:MazdaFeedback@mazdausa.com">MazdaFeedback@mazdausa.com</a>			



THESE COURSES ARE LIMITED TO 15 PEOPLE PER SESSION AND WILL LAST UP TO 60 MINUTES.





# COURSE DESCRIPTIONS

<b>LEADERSHIP LEVEL ONE SERIES</b> <small>MODULES TO BE TAKEN IN CHRONOLOGICAL ORDER</small>	<a href="#">90018</a>	Module 1: Becoming a Mazda Leader	This course will articulate the differences in the role of a leader vs. an individual contributor in achieving success for both the leader and the dealership highlight what essential managerial skills are required of an effective leader and describe the expectations associated with a Mazda Leader.
	<a href="#">90019</a>	Module 2: Building Trust as a Mazda Leader	This course is designed to identify leadership behaviors and actions that create a climate of trust assess areas of opportunity for building trust for their team and set priorities and plan actions for creating a climate of trust and respect as a leader.
	<a href="#">90024</a>	Module 3: Adapting Your Leadership Approach	This course is designed to help effective leaders adapt their leadership approach to serve and support the needs of their team and comprehend how adapting their leadership approach to the needs of each individual applies to real-world Mazda leadership challenges.
	<a href="#">90027</a>	Module 4: Planning for Leadership Success	This course brings together key takeaways from the entire Level One Leadership Series to support effective leaders on their continuous improvement journey.
<b>LEADERSHIP LEVEL TWO SERIES</b> <small>COMPLETION OF LEADERSHIP LEVEL ONE SERIES IS REQUIRED. MODULES CAN BE TAKEN IN ANY ORDER.</small>	<a href="#">90034</a>	<b>NEW!</b> Module 1: Priority Setting and Time Management	This session will provide participants with the tools and techniques for setting clear priorities and managing time to focus on being a strategic leader, regardless of their current role.
	<a href="#">90035</a>	<b>NEW!</b> Module 2: Delegating and Managing Up	Building upon the learning outcomes from the Leadership Level One Series, this session will provide participants with the tools and techniques for delegating and managing up to enhance their ability to be a more strategic and effective Mazda Leader.
	<a href="#">90036</a>	<b>NEW!</b> Module 3: Difficult Conversations	Difficult conversations are essential and when executed well, can help create emotional outcomes. After completing this course, participants will have a strategy to prepare for and effectively have these important leadership conversations.
	<a href="#">90037</a>	<b>NEW!</b> Module 4: Overcoming Bias and Being Inclusive	This course will provide participants with the tools and techniques for creating a fair and inclusive work environment—a goal for every Mazda Leader.
<b>FIXED OPERATIONS</b>	<a href="#">90020</a>	Building Insight into Service Operations	This course addresses how to effectively use past performance results to improve future performance by focusing on the importance and application of service KPIs to identify gaps, root causes and improve shop performance and profitability.
	<a href="#">90022</a>	Delivering a Mazda Premium Service Experience	This course establishes the distinction between Mazda Premium, Ultimate Mazda Experience, and the traditional dealership service experience. It will define the tactics required to enhance the customer's life in every service interaction.
	<a href="#">90046</a>	<b>NEW!</b> Service Customer Selling Skills	This session will guide the participants to learn from past performance to improve future performance. This course focuses on the importance and application of service KPIs to identify gaps and root causes and improve shop performance and profitability.
	<a href="#">90043</a>	<b>NEW!</b> Building the Business	This course focuses on the importance and application of service KPIs to identify gaps and root causes that will improve shop performance and profitability.
	<a href="#">90044</a>	<b>NEW!</b> Business Management Tactics Basics	The Business Management Basics IDL focuses on comparison metrics for specific Key Performance Indicators (KPIs) to help Mazda dealership Service Managers analyze their current performance compared with industry KPI benchmarks. Results of the analysis are used to develop action items that will improve performance while being adapted to each participant's unique situation.
<b>TALENT MANAGEMENT</b>	<a href="#">90021</a>	The Human Capital Advantage	2020 is the year dealerships were not expecting. For most industries, it has forced changes in how we do business and created a new formula for success. What remains constant in today's market is that the talent you have on staff is key to your success. How you attract, identify and recruit that talent is where there is an opportunity to be successful.
	<a href="#">90023</a>	Winning Candidate Engagement Formula	Customer satisfaction is essential in today's competitive and ever-changing market. Mazda is investing a lot to create a winning experience for potential customers. As dealership leaders, the most critical lever you have to impact that experience is the team you put in place and how you support them.
	<a href="#">90025</a>	Own the Result: Make Day One Great	They say behavior and habits are formed from Day One. A good and focused onboarding can be the difference between someone's long-term success in a role and being back on the job market. Mazda has created a new brand experience to drive success at the dealership—now is the time to have a great DAY ONE. We'll share how you can own your onboarding experience and thrive as a Mazda retail associate.
<b>PRODUCT</b>	<a href="#">90029</a>	Head-to-Head: CX-30 vs. CX-5	This course will inspire you to share both the commonalities and differences between the Mazda CX-30 and Mazda CX-5 and help identify the best vehicle match for customers cross-shopping CX-30 and CX-5.
	<a href="#">90031</a>	VOC: i-Activsense Advanced Safety	This course will help you articulate the positioning and philosophy behind the i-Activsense suite of driver-assist technologies, review Difficult to Understand (DTU) features and share best practices for online and in-store customer experiences.
	<a href="#">90032</a>	<b>NEW!</b> VOC: Mazda Technologies and Human-Machine Interface	This course covers Mazda's human-centric approach to minimizing the three main types of distractions—Cognitive, Visual, and Manual—and the benefits of our approach.
	<a href="#">90033</a>	<b>NEW!</b> Presenting Mazda Vehicle Technologies	Take this course to identify the function, benefit, and operational considerations for key Mazda technologies and how to communicate and demonstrate them to your customers.
	<a href="#">90041</a>	<b>NEW!</b> New Vehicle Delivery	This course will provide participants the knowledge of how to incorporate Mazda Premium strategies to elevate the delivery experience—including storytelling skills and techniques.