

# Corporate & Media CREDENTIALS

As a dynamic and creative consultant and facilitator, I am highly skilled in all phases of designing and delivering transformative instructional courses and seminars that drive significant impact in overall dealership profitability. I am proud to say my distinctive consulting and public speaking approach has allowed me the opportunity to work with the top automotive companies in the industry.

In addition, my unique brand marketing with product and technical training has earned me a reputation as someone who ignites excitement along with a strategic element to the sales and service process for dealerships all over the United States with expert experience in relationship building, and establishing greater loyalty that produces only the most satisfied clients, I am confident that my extensive background, leadership skills, and track record of success will enable me to make immediate contributions to future goals and success.



**ROBINBUSH**  
[Transformation Coach]

# ROBINBUSH

[Transformation Coach]

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*"Thanks again for all you did to make this week's program a success. Your ability to rapidly absorb the content of the facilitator guide and express it with accuracy and enthusiasm is simply unparalleled in my experience." Dan Hill, Alteris Group*

## PROFILE

The president of RPM Creative Solutions, Robin Bush is a leading national automotive executive coach and training executive with experience building/leading transformative nationwide leadership development, learning, and eLearning programs for all major automotive manufacturers. She combines learning technologies and tools (conferencing, virtual classrooms, iPads, interactive apps, video) with dynamic and creative workshops, forums, and seminars that build strong leaders and teams. Record of measurably improving nationwide dealer sales, profit, and employee and customer retention metrics. Her background includes the oversight of training teams of 5-15 and presenting to groups of 10-200. CPC Coach and Gallup-Certified Strengths Coach.

- Leadership Development
- National Presentations
- Gamification & Training Tools
- Professional / Executive Coaching
- Instructional Design (onsite, virtual)
- Individualized Dealership Programs
- Learning & Development
- Interactive Virtual Learning
- Customer & Employee Engagement

## HIGHLIGHTS

- Built consultancy with clients such as BMW, Honda/Acura, General Motors, Cadillac, Audi, Volvo, Lexus, etc.
- To date, have trained 25,000+ automotive sales representatives nationwide.
- Selected to lead key programs at BMW ESSENTIAL LEADERSHIP PROGRAM and BMW MANAGERS ACADEMY.
- Jointly developed, piloted, and appointed to lead wildly popular nationwide HONDA JOY OF SELLING program.
- Designated by Acura to develop nationwide coaching staff to manage the ACURA DOMINATE TOUR.

## SELECTED FACILITATOR EXPERIENCE

**BMW ■** Lead **BMW DEALER PERFORMANCE COACHING SERVICE LEAD MANAGEMENT PROGRAM** AND coached BMW Executives. Facilitated the highly regarded **BMW ESSENTIAL LEADERSHIP PROGRAM**. Jointly lead high-engagement 4-part series of live and virtual workshops for **BMW MANAGER'S ACADEMY FOR INTENTIONAL LEADERSHIP**, including rapid conversion to blended virtual classroom / interactive forum – demonstrated to help retail managers build high-performance, customer-centric teams using Gallup Q12 Employee Engagement. Facilitated highly effective **BMW LEADERSHIP ACADEMY** 3-day programs for GMs and Center Operators (Leading your Business / Leading your Future). Also, facilitated week-long **BMW GENIUS** program.

**HONDA ■** Co-developed and headed pilot which led to the selection as national vendor (despite national vendor reevaluation and release) as well as lead coach and facilitator of highly acclaimed new **HONDA JOY OF SELLING**. American Honda Motors loved it! Previously, provided training on 2 of 4 elements of The Honda Way – on Instructional Design & Production Team for **HONDA FAST-TRACK** and **HONDA CALL CENTER TRAINING** to drive Honda CX and CSAT metrics (using mobile app to pilot at select dealers nationwide). Previously, facilitated national sales workshops, Honda "Making a Difference" 3-module dealership training program, and manager coaching on performance metrics, identification of growth opportunities, and establishment of realistic goals for in-dealership sessions.

**ACURA ■** Launched the **ACURA IGNITION – NEW DEALER ORIENTATION**, a nationwide program of 3-day in-dealership trainings on the Acura story, designed to build a foundational, in-depth, and engaging understanding of Acura brand and product information.

**MINI ■** Long-term, provided facilitation for **MINI UNIVERSITY** program of 11 courses on **CREATING AN EXTRAORDINARY MINI EXPERIENCE**, including 2-day **LEARN2LEAD** (9 leadership development modules). Also lead weeklong **MINI MASTERY – Year One Advisor Training**: foundation for MINI 101, Brand DNA, MINI History & Values and making MINI Connections & Experience Extraordinary with servant heart and attitude.

**GENERAL MOTORS | BUICK | CADILLAC | CHEVROLET | GMC** ■ Facilitated ongoing program of 1-week **LEADERSHIP DEVELOPMENT** programs for new managers, including fleet trainings – product/sales process to equip managers for success in field. Facilitator for 5-wk/13-wk/6-month sales/aftersales DM program to transition 34 managers from Call Center. Led GM Dealership Professional Development initiative designed to train GM engineering staff to mirror voice of the customer (VOC).

## SELECTED PRODUCT & SALES TRAINING EXPERIENCE

**BMW** ■ Facilitated and coached manufacturing, finance, and corporate management nationwide on BMW Essential Leadership. Previously, opened BMW 3 Series Launch Training with 80+ participants, then trained/presented to other classrooms on product features, competitive comparisons, and delivery.

**HONDA** ■ Coached Honda Fast Track: week-long immersion for new sales consultants with modules in product, automotive fundamentals, presentation, overcoming objections, people skills and delivery.

**ACURA** ■ Trained network of dealerships on Acura's most advanced technologies and history of hybrid technology. Trained all client-facing staff on 3-motor hybrid design and benefits, twin motor unit, brake regeneration, lithium-ion battery benefits, super handling AWD, etc.

**MAZDA** ■ Provided technical and other training for multi-state Mazda dealerships on new/existing/redesigned products – walk-arounds, learning, purchase motivators, test drives, Fast Facts guides, statistics, and graphics. Led Mazda's Full Circle Service Inspection training for service writers.

## SELECTED PRODUCT & BRAND EXPERIENCE

**LEXUS IMPACT SERVICE CONSULTANT TRAINING PROGRAM** ■ Currently leading a two-day program for service consultants to enhance their interpersonal and process skills. This course covers the Lexus Story, the Lexus Guest Experience, the Lexus Service Process, Automotive Basics 101, and how to Deliver an Engaging Lexus Experience.

**DEALER-LEVEL PROGRAMS** ■ Designated as the lead Aftersales Business Coach for **BMW DEALER PERFORMANCE COACHING- SERVICE LEAD MANAGEMENT PROGRAM**, 5-day program designed to help both the Business Development and Service teams work together to achieve sustained profitability.

**MERCEDES-BENZ** ■ Hosted **MERCEDES-BENZ MY WAY LIVESTREAM TRAINING EVENT** for managers and dealer staff. This 1-hour live stream training is designed around a modernized approach to customer service at a global level. Responsible for leading discussions and managing various forms of engagement on an interactive forum focusing on the "Mercedes-Benz Driving Principles of Customer Contact."

**KIA** ■ Hosted and facilitated a service clinic for management and service advisors. **KIA'S EV FUNDAMENTALS FOR SERVICE** included 90-minute virtual session which served as an introductory, 101-level course designed to provide a solid foundation of understanding electric vehicles.

**HONDA** ■ Selected to lead Honda's 2019/2020 new nationwide Joy of Selling program. Developed and facilitated 2021 onsite performance coaching program for Sam Boswell Honda, with skills gap analysis and creation of targeted training tools

**ACURA** ■ Launched and led Acura Ignition New Dealer Orientation (Feb 2020 to present). Headed 2019 Acura Dominate Tour. Hosted 2015 Acura ILX IDT and 2014 RLX Sport Hybrid Super Handling AWD IDT.

**GENERAL MOTORS** ■ Hosted and facilitated 2016-2018 GM Fleet Operation Conquest immersion program – series of weeklong Business Development Manager Trainings (US and CA).

## EDUCATION

**University of Michigan** – Bachelor of Science (BS)

**Certifications** – IPEC Certified in Energy Leadership Index (ELI-MP); CPC Coaching Certification  
Certified Trainer: TalentSmart® Mastering Emotional Intelligence®, DiSC® and The Five Behaviors®, Gallup-Strengths Coach®, GDA Certified Sales Professional (Consultative Selling)





The world's #1 Emotional Intelligence provider

# Certificate of Completion

Mastering Emotional Intelligence® Level 1

*Robin Bush*

has satisfied the requirements and is hereby a TalentSmart® Emotional Intelligence certified trainer,  
licensed to facilitate Mastering Emotional Intelligence® - Level 1 training curriculum.

April 24, 2018 in Brecksville, Ohio

Date and Place of Certification

*Susan DeLazaro*

Sue DeLazaro, M.S.  
Vice President of Programs, TalentSmart®



This program, ORG-PROGRAM-258310, has been approved for 14 (General) recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI).  
For more information please visit [www.hrci.org](http://www.hrci.org).



This program is eligible for the following  
CCE recertification hours: 11.75 CC and  
2.25 RD units.





# Institute for Professional Excellence in Coaching

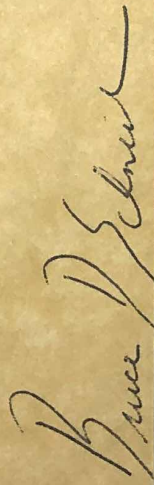
This is to certify that

## Robin D Bush

Having satisfactorily completed the required studies approved by the ICF for 153 hours and passed the oral exam in accordance with the ICF requirements, has been found by the Board of Directors to possess the qualifications required by the Constitutional bylaws, and is hereby registered as a

### Certified Professional Coach

In Witness Whereof, the Signature of the Administrator is hereunto affixed on this  
Sixth Day of November, 2015



BRUCE D SCHNEIDER, FOUNDER



**ACTP**  
Accredited Coach Training Program  
International Coach Federation

# Gallup-Certified Strengths Coach



Robin Bush

has successfully completed Gallup's strengths coaching certification program and  
has demonstrated outstanding commitment to using strengths-based  
development to help others learn, grow, develop and succeed.

CERTIFIED BY

21565

CERTIFICATION ID

June 8, 2020

ISSUED ON

March 1, 2028

EXPIRES ON

GALLUP®

