

2026 **NADASHOW**

**LAS VEGAS**  
FEBRUARY 3-6



# Are You Willing to Lead?

Use an *Old School* Approach To  
Stand Out from *The Other Guys*

**Brian Crossin**  
*Academy Instructor*  
NADA



The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. Program participants should consult with their attorney to obtain advice with respect to any particular legal matter. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

# Key Takeaways

1

Use a personal leadership style to guide dealership operations

2

Apply effective strategies for clear communication

3

Model good leadership principles

# Well-Respected Leaders

## Have:

- Vision
- Integrity
- Credibility
- EQ

## Are:

- Thoughtful
- Inquisitive
- Adaptable
- Accountable
- Humble



# The Speed of the Captain...

Equals the speed of the ship

- Leaders set pace, tone, and direction
- Moods and behaviors are infectious
- Be predictable to be approachable
- Communicate both big and little things when they happen
- Demonstrate EQ
- Hold toxic team members accountable



**Be Like Buddy**



# If You Ain't First, You're Last

- Words have power and consequences
- Sometimes, it's the small stuff people remember





# Let Frank be the Tank

- Don't expect unreasonable changes
- Make accommodations



# Support Growth

- Help them self-assess
- Set attainable stretch goals
- Offer support



# Coaching?



*You either win, go on to greatness, or you lose, and probably face a series of cataclysmic events for the rest of your lives.*

*- Phil Weston*



# Coaching

- Guiding questions
- Discovery learning
- Aha moments
- Positive reinforcement

**Sometimes  
they follow...**

**Sometimes  
they don't.**

**Lead Anyway!**





# Action with Purpose

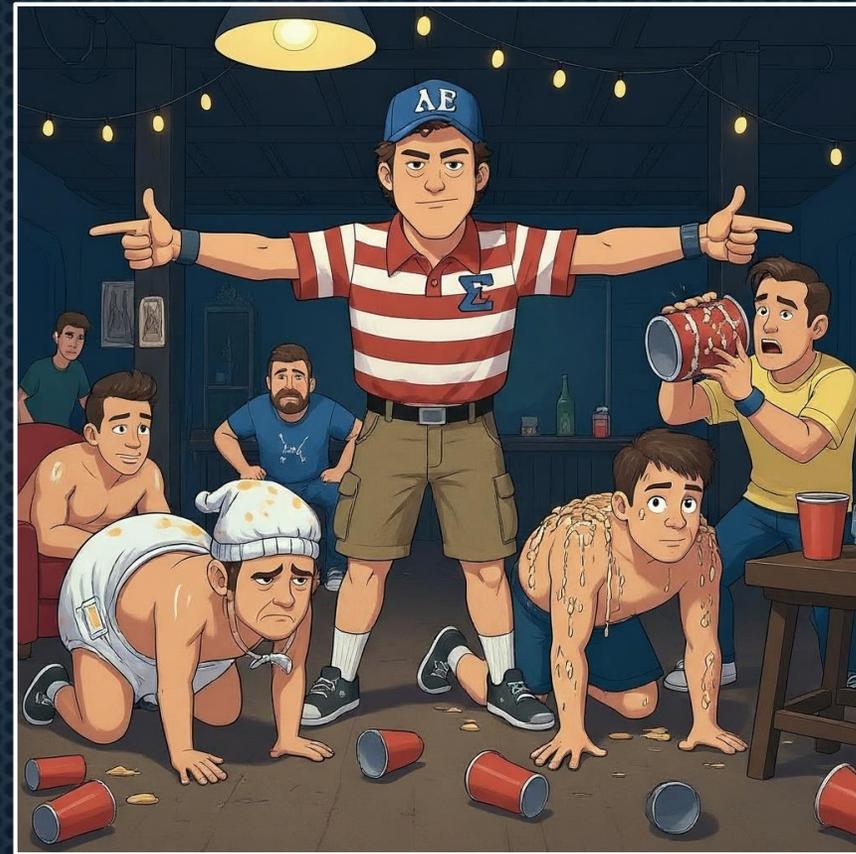
- Have a realistic plan
- Be clear about the reason



# Tradition or Hazing?



Embarrassing



Humiliating



# Don't Fear the Cougar

- Get in the car
- Inspire your people to get in, too
- If you haze, they won't get in the car

*You gotta learn to drive with the fear, and there ain't nothing more frightening than driving with a live cougar in the car.*

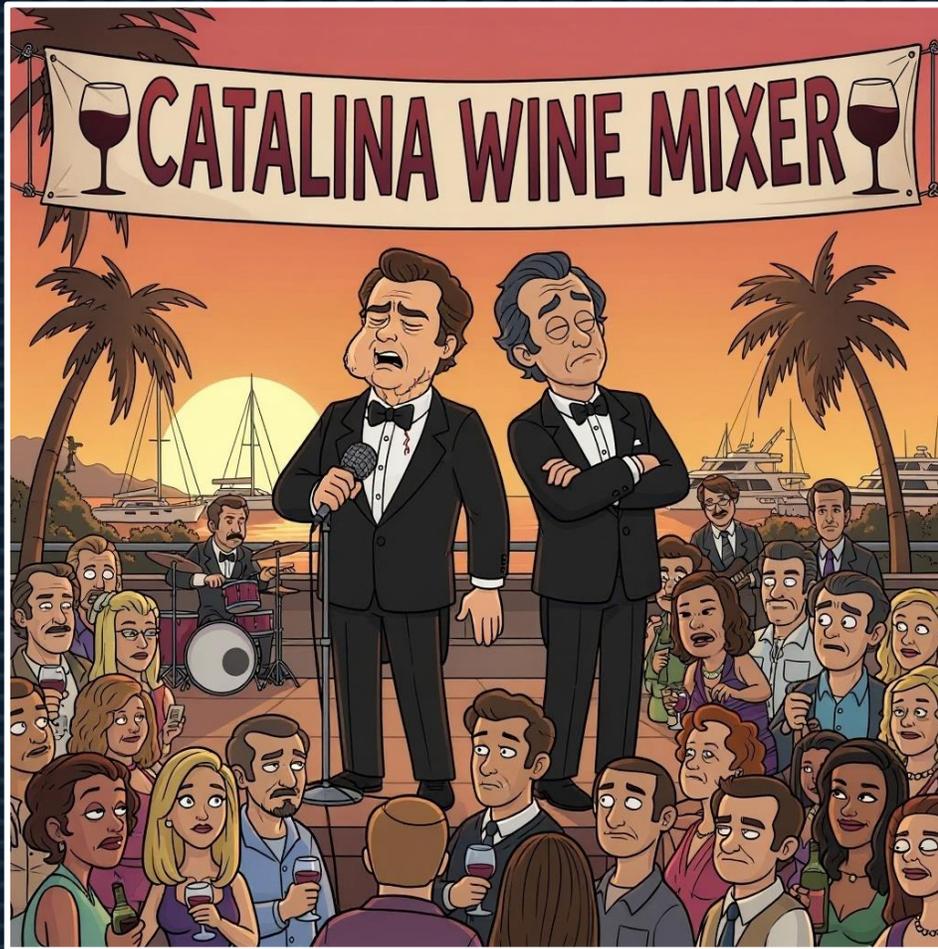
*- Reese Bobby*



# Don't Lose Your Dinosaur

- Follow your dreams, or you'll forget you have them





# What's Your Catalina Wine Mixer?

- Develop your EQ
- Model what you expect
- Create a one-team dealership
- Make more leaders
- What can you get them fired up about?



# Optimism Challenge: Pick a Day and...

- Start out smiling
- Greet everyone cheerfully
- Accentuate the positive  
(even if you're kicking and screaming inside)
- When life happens...

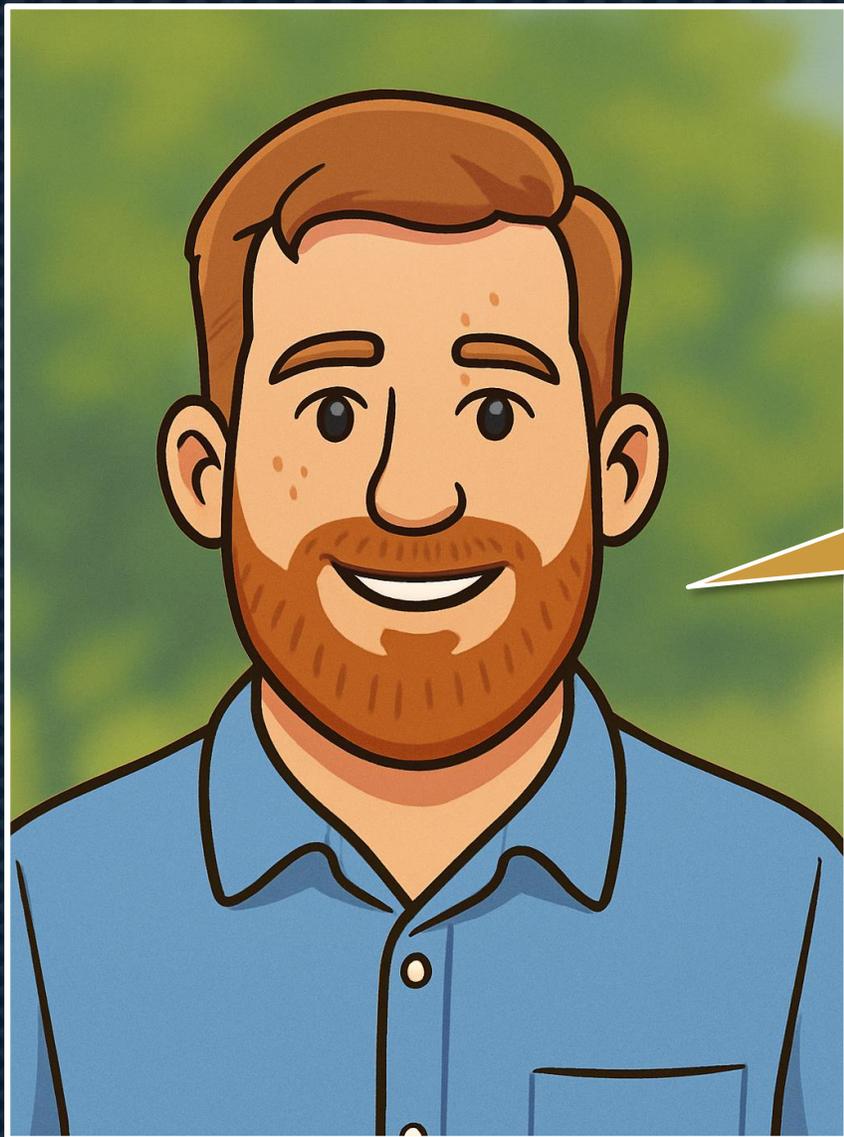
*What would Buddy do?*



Keep it classy

Remember...





*Did we just  
become best  
friends?*

**QUESTIONS?**

# LAS VEGAS

FEBRUARY 3-6

2026 **NADASHOW**



#NADASHOW