

Manager Self-Check

(Private — for coaching, not ranking)

Rate each one: **Strong / Getting There / Needs Work**. Add one short note if you want.

Manager _____ Date _____

	STRONG	GETTING THERE	NEEDS WORK
Coaches people, not just manages them Spends time helping people get better on the floor (how they talk to customers, handle objections, follow process) instead of only pushing for the number. Note	☐	☐	☐
Gives the team clear direction every week People know what the priority is this week and why it matters. Not just “sell more cars.” Note	☐	☐	☐
Lets people make decisions Gives people room to handle things within the process instead of jumping in on everything. Note	☐	☐	☐
Communicates so people actually hear it Says what needs to be said in a way that lands — in huddles, 1:1s, or texts. Doesn't assume people got it. Note	☐	☐	☐
Owens the numbers that matter Knows the key metrics, tracks them, and takes responsibility for the result instead of explaining why it didn't happen. Note	☐	☐	☐

	STRONG	GETTING THERE	NEEDS WORK
Talks about how people are doing and where they can go Has real conversations about performance and growth, not just “how’s it going?” Note	☐	☐	☐
Stays open to better ways Tries things, learns from what doesn’t work, and doesn’t default to “that’s how we’ve always done it.” Note	☐	☐	☐
Works with the other departments Coordinates with service, F&I, parts, or the desk when it helps the deal instead of treating them as separate. Note	☐	☐	☐
Improves the process Looks for small ways to make the process cleaner or faster instead of just working harder inside the old one. Note	☐	☐	☐
Recognizes good work in front of the team Calls out solid effort or results where others can hear it, not only in private. Note	☐	☐	☐

How to use it

Hand the manager pages 1–2 and say: *“Rate yourself on these. No right answers — just tell me where you want help.”*

Have them fill it out before a 1:1. Then talk through the ones they marked “Needs Work.” Ask what support would actually help. Revisit in 30 days if it’s useful. No scores go anywhere else.

WHAT THEY’RE RATING — THE TEN ITEMS

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| 1. Coaches people, not just manages them | 6. Talks about how people are doing and where they can go |
| 2. Gives the team clear direction every week | 7. Stays open to better ways |
| 3. Lets people make decisions | 8. Works with the other departments |
| 4. Communicates so people actually hear it | 9. Improves the process |
| 5. Owns the numbers that matter | 10. Recognizes good work in front of the team |