

BUILT ON TRUST
LED WITH HEART

What Would Maylan Do?
W.W.M.D.?

THE MAYLAN METHOD WORKBOOK FOR
LEADERSHIP, COMMUNICATION, AND CULTURE



BirdsiSocial.com

Your Maylan *Mindset Check-In*



If It's to Be It's Up to Me!

Before you lead anyone else, you've got to lead yourself. This isn't a test - it's a tune-up. Maylan believed leadership starts with self-awareness. Not perfection, not a title; awareness.

You can't fix what you won't face. And you can't grow what you won't name. So, before we talk about teams, tools, or trust, start here. Ask yourself: **What kind of leader are you becoming?**

Finish this sentence:

Right now, I want to become a leader who...

What I wish I had more of:

☐ Time ☐ Trust ☐ Profit ☐ Progress

Or write your own:

In my shop, people can count on me to:

Show up with _____

Lead through _____

Focus on _____

What I need to let go of:

What I need to step into:

"What I think about, I bring about" ~ Maylan

Trust Isn't Just a Word *It's a Practice*

Culture Starts With You



Trust isn't something you print on a wall. It's what you say when someone messes up. It's how you handle callbacks, chaos, and Monday mornings. Trust is what your team feels when no one's watching; and what customers sense in seconds.

What word describes your shop's energy on a great day?

Write it big!

What's a moment recently that made you proud of your team?

Complete the sentence:

Culture is how we _____ when no one's watching.

☐ I bring energy ☐ I bring calm ☐ I bring solutions

☐ I bring fire ☐ I bring... _____

What needs more leadership right now; not just more rules?

Culture is what you allow, ignore, or celebrate" ~ Maylan

People Don't Buy Repairs *They Buy Reassurance*

Clarity

Authenticity

Responsiveness

Empathy



Sales is a C. A. R. E. Strategy

Customers aren't shopping for parts. They're buying peace of mind. And your team's voice, online and in-person, is either adding trust or costing it. This part is about reframing sales as something that feels like service, not stress.

When does your shop feel like a high-trust environment?

Write a moment or habit that earns trust from your team or customers.

When does it feel like you're trying to "win" customers instead of keeping them?

Think of a discount, deal, or policy that might be compensating for deeper issues.

Culture Over Coupons

What is the trait your shop emphasizes most right now:

Loyalty

Discounts

Efficiency

Transparency

What would a customer feel walking into your shop on a random Tuesday?

"Trust is built in moments - don't miss them" ~ Maylan

Profit Is Not a Hope *It's a Plan*

Profit = Peace Not Pressure



Maylan used to say: “Profit isn’t a hope. It’s a plan.”

Legacy isn’t built on sales numbers or fancy reports – it’s built on clarity of cash flow. $\text{Cash flow} = \text{Sales} - \text{COGS} - \text{Expenses}$.

When you know this number, you lead with confidence. When you don’t, you lead with stress. Take a moment to reflect:

Financial Peace Check-In:

Do I know my shop’s real cash flow number today?

If I wasn’t here tomorrow, could someone else find it quickly?

What’s one financial report or number I’ve been avoiding – and why?

Complete the sentence:

To protect my peace, I need to stop _____ and start _____.

“Profit isn’t a wish. It’s clarity. Clarity creates confidence, and confidence creates peace.”

~ Maylan

Mirror Your *Leadership*



Your Tone Sets the Tempo

As a leader, your words are only half the message. The rest? Your energy, your body language, and how you handle pressure. Your team is always listening; even when you're not speaking. If they're mirroring you, what do you want them to reflect?

Vibe Check Chart	Rate yourself this week (1-5)	TraitScore (1-5)	Notes
Present (mentally/emotionally)	☐	☐	
Positive Tone	☐	☐	
Helpful, Not Just Efficient	☐	☐	
Calm Under Pressure	☐	☐	
Shows Care in Voice/Body Language	☐	☐	

Think of a moment this week when your tone shaped the room; for better or worse. What happened, and what would you do differently?

"If you want to sell more, care more" - Maylan

Your Attitude Walks In *Before You Do*

Mirror Your Leadership



Your tone sets the tone. Before you speak, before you touch a keyboard or a wrench, your presence enters the room. What's it saying? This is your moment to pause and check your own "vibe settings." The customer might not remember what you said, but they'll never forget how you made them feel.

Vibe Check – Rate yourself this week (1-5):

Trait	Score (1-5)	Notes on Why
Present (mentally/emotionally)	☐	
Positive tone	☐	
Helpful, not just efficient	☐	
Calm under pressure	☐	
Shows care in voice/body language	☐	

What's one moment this week when I shifted the room, for better or worse?

"Your attitude walks in before you do" ~ Maylan

Trust isn't a Statement *It's a Standard*



Trust Isn't on Sale It's on Display

Trust doesn't live in slogans. It shows up in how you follow through.
Customers and teams notice the little things: the callback that happens on time,
the estimate that matches the invoice, the promise kept.

One promise we always keep: _____

One place we've dropped the ball (and it cost us trust):

Complete the sentence: Trust in our shop is... _____

Circle one:

We're consistent

We're reactive

We're building trust one step at a time

"People don't buy from businesses. They buy from people" ~ Maylan

Coach the Work *Don't Criticize the Worker*

Coach Like A Caregiver



Leadership isn't about catching people doing it wrong; it's about showing them how to get it right. Coaching is where culture either strengthens or shatters. When someone misses the mark, it's not the moment to come down on them. It's the moment to come alongside them. This page helps you practice feedback that fuels growth, not resentment.

D. E. S. C. Framework in Action

Use this coaching formula to guide a real conversation you need to have

D – Describe the behavior (just the facts): “When you...”

E – Express your feelings (without blame): “I feel...”

S – Specify the change you want: “I need you to...”

C – Consequences (positive or negative): “So we can...”

Example: When you skip the full inspection, I feel concerned because it puts the team and the customer at risk. I need you to follow our process every time, so we can trust the work and avoid re-dos.

What's one recent moment where you could've coached better? What will you do differently next time?

Coaching is not yelling. Coaching is asking questions” ~ Maylan

Your Online Voice Should *Match Your In-Shop Care*



Marketing
= Trust
= Profit

Before your phone rings, before they walk through the door; your marketing already spoke. What did it say?

The way you show up online is often the first handshake. It can either confirm your shop's credibility or create confusion. This isn't about chasing trends; it's about telling the truth before the sale ever starts.

What's Your Online Presence Saying?

Search your shop on Google. Then answer:

What do your reviews reflect?

Does your website say "peace of mind" or "price war"?

What do customers see before they ever hear your voice?

Marketing isn't selling - it's storytelling.

What's one story (even a short one!) you want to tell this month—online or in-shop?

"If they don't trust you online, they won't call you back" ~ Maylan

Raise Value First
Then Raise Rates

Pricing With Confidence



Customers aren't afraid of price. They're afraid of not getting what they paid for. Confidence in your pricing starts with clarity in your value. If you believe it, they'll believe it. But if your advisors sound uncertain; or you're hiding your worth behind discounts - your profit will suffer. Let's get honest about where we stand, and how to price with purpose.

What's Your Pricing Story?

When did you last raise your rates? Was it based on cost, or confidence?

What belief about money might be holding you back?

Confidence Check:

How confident are you in your current pricing strategy?

☐ 100%

☐ 75%

We're worth every penny We could raise rates with better communication

☐ 50% - We're undercharging and know it ☐ 25% - We're afraid to charge more

Advisor Language Check:

Old script:

"It's gonna cost about \$1,500...
I know that's a lot..."

New script:

"The repair is \$1,500. Here's what that includes
— and why it matters."

Write your version of a confident pricing statement:

"You're not fixing a car. You're fixing a problem" ~Maylan

Leadership *in the Real World*



Quote Given Call Not Returned

Leadership shows up in the small stuff. It's not always a big speech or a formal meeting; it's the follow-up after a customer ghosts your estimate. It's how you respond when someone drops the ball. **When trust breaks, the moment is gone unless you bring it back.** Let's reflect on what real-world leadership looks like; especially when no one calls back.

**A customer got your quote... then disappeared. You're not sure why.
Let's figure it out.**

What moment might they have been missing?

- ☐ Empathy
- ☐ Clarity
- ☐ Follow-up
- ☐ Online trust signals
- ☐ Advisor tone

Write Your Callback Script: "Hi [Name], just checking in..."

Finish This Sentence:

Leadership isn't just managing people. It's managing _____.

"Tone isn't a bonus; it's the message" ~ Maylan

Leadership isn't just managing people
It's managing your response

From Reacting to Responding



Even the best teams hit friction. A tech shows up late - again. An advisor rolls their eyes. A mistake costs time and trust. You could react. Or you could respond. **The difference is leadership.** Maylan taught us to lead with clarity, not heat. Because yelling doesn't coach; it shuts people down. This page is about moving from emotional reactions to intentional leadership.

Team Conflict Scenario: A tech misses a key inspection item. Your advisor is fuming. You're caught in the middle. Let's reframe.

First, how would the reactive version of you respond?

Now, how would Maylan respond?

(Lead with calm, clarity, and consequence.)

Complete the Sentence:

Leadership isn't just managing people. It's managing _____

"Leadership isn't just managing people. It's managing your response" ~ Maylan

Your Legacy Is Who Thrives *When You're Not There*



Legacy Check-In + Peace Planning

Maylan used to say: “Every business owner should build a business they don’t have to be in.” Not because you’re planning to walk away, but because you care about what stays when you’re not around.

Legacy isn’t what you leave behind - it’s what keeps working when you’re not looking. It’s the systems that hold, the leaders you’ve built, and the peace you protect.

Legacy Path Check-In:

Every shop eventually lands on one of four paths: Keep, Share, Sell, or Close. Each can work - but only if certain things are true about your shop.

Reflection:

- If I keep ownership + control, what systems must be rock solid so the shop doesn’t run me into the ground?
- If I keep ownership but delegate, who must be empowered and trusted to lead without me?
- If I sell, what financial health and operational consistency would a buyer need to see?
- If I close, am I okay with my legacy ending there?

Sticky Note Prompt:

Write one thing that would have to be true for your chosen path to succeed:

“Legacy isn’t built by accident. It’s built by intention.” ~ Maylan

Action Planning

With Purpose

One Habit

One System

One Conversation



In Maylan's world, progress wasn't made with perfect plans; it was made with real decisions. Small, repeatable, meaningful shifts. That's what builds momentum. It's time to turn insight into action. Don't overthink it. Don't wait for "someday." Leave this workbook with a clear commitment you'll take home this week.

Your 1-1-1 Commitment

- One habit I will start or stop this week:
- One system I will improve or build:
- One conversation I will have (with a customer, team member, or myself):

"Legacy doesn't start with a 50-page plan. It starts with one habit, one system, and one conversation you'll actually commit to."

~ Maylan

Build-a-Board: *People, Systems, Finances*



Legacy Check-In + Peace Planning

Every shop is held up by three pillars: People, Systems, and Financial Strength.

If one pillar is weak, your legacy is fragile.

At your table, you built your shop on paper – ranking cards, filling gaps, and seeing where cracks show up.

Now, capture your insights here:

Strengths

Which pillar felt strongest in your shop today?

Weaknesses

Which pillar showed the biggest cracks?

Gaps

What sticky notes did you have to add – things that weren't even on the board at first?

Legacy doesn't collapse all at once. It leaks through the gaps you ignore.

- If your systems aren't written down, your people inherit chaos.
- If your financials aren't clear, your successor inherits confusion.
- If you don't build leaders, your team inherits fear.

Reflection Prompt: Circle one:

☐ People

☐ Systems

☐ Financials

This is where my shop would break if I wasn't here: _____

“Legacy doesn't collapse because of the big things you missed. It collapses in the systems you never built. That's where the leaks live.” ~ Birdie

YOUR TRUSTED GUIDE FOR CULTURE ~ MARKETING ~ LEGACY

Build What Lasts



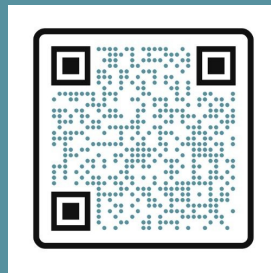
Align your team and culture



Strengthen your voice and marketing



Secure your legacy and transition plan



Scan the QR code to book a Shop Talk Call
20 minutes, no pressure, just clarity for your next step



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