

## View from HQ: The Forty Page Solution



In the past month, almost everyone in the RV industry has been exposed to a publication which represents the work of over one-hundred of the industry's most knowledgeable and concerned citizens. The work is entitled "Final Reports of the Task Forces Studying Consumer Satisfaction" and by all accounts, it is a masterpiece for the RV industry.

Throughout history, some of the greatest works of literature have been exercises in brevity. For instance, James Allen provides for mankind a concise explanation about how thoughts affect outcomes in "As a Man Thinketh" in under thirty pages. Countless lives have been inspired and changed for the good by this document, and it can only be speculated that the sheer manageability of the material for the reader had to have some effect.

So it can be with the recently released "Final Reports of the Task Forces." This document, at forty pages, provides a fortune of information in a framework divided into each of the five categories studied by the Task Forces. It is by its very design an exceptionally readable document. There is no member of any segment of the RV industry that has a valid excuse for not taking the time to read through a forty-page booklet that could enhance the performance of our industry and insure its future.



And every member of the industry truly owes the participants in these task forces at least the hour of their time it will take to read and digest this document. Thousands of hours were invested in the document's creation and the investment in travel and various other expenses could never truly be calculated.

But returning to the example of James Allen's "As a Man Thinketh," the question remains, is merely reading the document good enough? Clearly, all of those individuals throughout history that have been affected positively by Mr. Allen's work didn't simply read the book and experience an immediate improvement in their situations. The results came from applying the lessons of that little volume into their daily lives – and so it must be with the RV Industry's own "masterpiece of clarity."

Giving an hour of your time to read the information is unquestionably the necessary first step, however applying the appropriate best practices into your business will create the transformation. Now that the plan exists, the execution of that plan – the

day-to-day groundwork by all segments of the industry – must begin.

At RVAA, we will be working to develop capabilities to help our members to work towards implementing the best practices into their workplaces. We will challenge our segment to move forward and follow the simple guidelines that have been established in our hopes that by doing so, an upswing in customer satisfaction years down the line will ensure a prosperous future for our industry.

Many congratulations on behalf of RVAA to all of those both within and outside of our organization who gave their time to make this document a reality. And an additional sincere affirmation to those individuals who – when considering how to present the volumes of potential information resulting from the Task Force's efforts – chose a format that with its brevity assures that much of our industry will at least make that important first step and read its pages.

**RVAAHQ Bulletin is a publication of:**

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