



bodyshoprevolution

***NEW - Launched in 2026***



**Jon Parker's  
Bodyshop Revolution Masterclass**

***"Join me on-line to unleash your body shop success"***

*Please join my new on-line modular webinar approach to implement my most advanced on-line masterclass program, with proven success, to take your body shop business to levels you'd not believe possible*



## What is Bodyshop Revolution?

*“Bodyshop Revolution teaches a method of thinking and theories, to create a process which enables you to run your business far beyond what you thought was possible in terms of throughput, performance, staff morale and customer excellence.”*

Carried out correctly, *Bodyshop Revolution* **has proven** to deliver the following:

- Vehicle throughput increases of between 25% and 50% from the same team
- A continuous workflow model which will reduce your cycle time by about half, even sub-3-day key-to-key
- A significant reduction in production stoppages (we call these ‘Murphys’)
- A happier, wealthier team, focused upon the same things as you
- Significant reduction in chaos and meaningless noise
- Predictability in scheduling, workflow, and delivery of vehicles
- A reduction of energy, repair footprint and management input
- The knowledge to replicate and achieve sustainable success and growth

Of course, this all seems a little far-fetched because the sceptical part of you will probably dismiss these claims – and we understand that. However, taught to think completely differently, given the correct tools and mentoring along the way, we have proven that all of the above is quite possible, if you’re willing to open your mind to a new way of thinking.

The underpinning theories behind *Bodyshop Revolution* can at first seem a little daunting to newcomers because we use Systems Thinking, Theory of Constraints and Behavioural Science methodologies to achieve results. However, the holistic outcome that *is Bodyshop Revolution* is robust, elegant, and simple, which above all performs better than any other system we have yet encountered, such as Lean, Six Sigma, or using sticks and carrots, etc.

Unfortunately, we can’t immediately switch on *Bodyshop Revolution* for you because it’s a big subject. You and your whole team, at different levels, need to fully understand the reasons why we do the things that we do, and only then will it become evident that you’ve been repairing cars sub-optimally for years. We need to teach you to think differently, to

understand the ramifications of your actions within your business, and the effects that has on workflow, morale, energy consumption, noise, chaos, cost... we could go on.

## Changing the 'System'

*...maybe today, you are "Doing the wrong things righter"?*

Understanding the 'system' which you work within is critical to understanding how to improve it. Only once you understand the dynamics of your system and the way in which people, technology, processes, and management style all interreact with each other at a holistic level can you accelerate your business to where you want it to be.

To do that, we must teach you, and your team, and teach them well. We need to deconstruct the myths and beliefs you've developed over the years as to what increases the throughput and profitability of your business, and to prove and show you how different ways of thinking and actions will create a happier, faster, more predictable place in which to work, and deliver outstanding customer service.

We want help you see that the business (the system) that you have created is the real problem – not the people that come to work for you, nor your suppliers, nor your insurer clients... just the system. We show you and help you to dynamically change your system. It's that paradigm shift in the way in which you think about and conduct your business that creates these significant changes in performance – team performance, business performance and your own performance.

Of course, it's not all about the theory, it's about putting that thinking and new knowledge into practice – practical solutions that are relatively simple to carry out and easy to understand. That's why we help you to implement Bodyshop Revolution within your business in a practical manner, by mentoring, training and educating all of the necessary people.

We're often asked if *Bodyshop Revolution* is about technology implementation, but nothing could be further from the truth. We will always point out where technology could help



optimise a process, in a holistic manner, especially in the achievement of continuous workflow methodologies, but nothing is mandatory.

Finally, we're sure you'll be wanting to understand the practical aspects of implementing *Bodyshop Revolution*, so without going into the fine detail (which we're happy to supply if you wish), these are the process steps we follow to achieve your desired outcome:

### **How our Bodyshop Revolution eLearning works**

***“Video and on-line eLearning has reformed the way we do business... forever. At Bodyshop Revolution, we’ve capitalised on that to deliver affordable one-to-one mentoring, around the globe”***

### **An exclusive club with limited numbers... be one of only 24 collision shops worldwide**

In 2026, I've created an exclusive eLearning platform to those body shop owners that want direct access to the best production methods, thinking, processes, marketing and mentoring on a one-to-one basis. Yes, that's correct, most sessions will be directly with me on an exclusive basis, ensuring you get the most out of your business, where I carefully teach you our Bodyshop Revolution techniques.

You'll join up to three other like-minded body shop owners on pre-scheduled interactive video conferencing sessions with me, each at least 2 hours in length, three times a month. These are live and interactive, working through your thinking processes, workshop practices and *Bodyshop Revolution* techniques.

You will be challenged; your head will spin, and you'll start to question the behaviours in your business and how they are limiting your success. I won't lie to you, you'll initially resist many of the theories and practices presented, but then I guarantee, you'll find that 'lightbulb' moment as you start to understand so much more about work-flow, behaviours, production stoppages and staff motivation. You'll expose your limiting factors and learn how to ditch them for a holistic method of accelerated business success.

It's not just limited to you – you can bring other members of your team onto the sessions, especially for those eLearning seminars specifically targeted at estimators, workshop controllers, parts people, technicians, and customer-facing staff, but we do that for certain

sessions – you as the owner/manager will drive the process within, and make sure, together we get the results you wish for.

### More bonus stuff – You’ll also get this...

- **On-line documentation:** Each on-line seminar is supported by detailed written material that you can download once each webinar is complete so that you can implement what you have learned into your business. You’ll have an on-line reference library with direct email access to me to for further questions or on-line support.
- **Recorded sessions:** If you’re like me, you probably can’t take in everything that is discussed in a webinar, therefore each one of yours will be recorded and AI restructured, put into your on-line portal so that you, or your staff can refresh your experience, and build on the success that you have already gained with links to specific areas where you need a second or third refresh. Although our live learning is structured, I know how important it is to have deeper discussions on certain subjects, hence these recorded sessions are essential, especially if we go slightly ‘off-piste’.
- **Specialist subject Videos:** There is so much material in the *Bodyshop Revolution* eLearning program, that we can’t do it all in our weekly on-line discussions, so what we’ve done is create videos for specific subjects. You can use these with your staff in their own time to understand key mechanisms and drivers for the implementation of our solution, use them and replay them to really understand the subject matter.
- **Additional one-to-one coaching:** Subscription Bodyshop Revolution club members also have the ability to book additional private one-to-one sessions with me, to support further the mentoring process, if you feel it necessary.
- **Bodyshop Revolution Conferences;** We’re not just on-line... As a bonus, every year I’ll be running four conferences across the USA and Europe, where we will join together to discuss Bodyshop Revolution techniques and thinking processes, celebrate success and network with like-minded people. We’ll have special guests, access to incredible products and key industry game-changers as well.

- **An exclusive club:** Bodyshop Revolution will be limited to just 24 collision shop owners from around the world each year – yes, just 24 shops globally!

*(I'll run 3 seminars a month for just 4 body shops at a time, with 6 rolling programs annually, each with a staggered start point, so newcomers will experience the program start to finish). Remember these are limited to just 24 bodyshop as I want to give total focus to you.*

## What's my investment?

**"An investment in knowledge pays the best interest." — Benjamin Franklin**

The *Bodyshop Revolution* eLearning program is a monthly subscription service which runs for one year. It's a program that is designed to run for one year, to take your bodyshop team to the next level of performance. It is paid one month in advance, each calendar month for 12 months.

### **Your Return On Investment**

Always the right question. The multiple benefits of your Bodyshop Revolution coaching will reap differing amounts of benefit for everyone that attends. However, if you take just one aspect (of dozens) – throughput, this is where the big money is earned. We quote a 20-50% increase, and have achieved 60% in one case, but let's assume it's way, way less than that – 10% for arguments sake (because you'll believe that is quite possible):

A bodyshop site turning over (say) 80 vehicles a month at a severity of (\$3700 / €3200 / £2800) and a GP of 45%, if you add 10% more throughput you'll **earn over (\$13,250 / €11,500 / £10,000) bottom-line per month.**

*Remember that's at 10% improvement on just one item – I'd expect you to say a no-brainer, especially with my money-back guarantee:*



## **Your money-back guarantee**

*“I’m so confident that you’ll recoup a month’s investment at least 5 times over, therefore if you can’t, I’ll give you all of your money back” – Jon Parker*

After the first month (includes first 3 sessions), you have the option to receive your first payment back, in full, and opt out of the program, if you cannot see the massive benefit of *Bodyshop Revolution – and without obligation*. Once you have experienced the benefits of the first month, then you are asked to agree to pay monthly for the remainder of the 12-month program.

Monthly Investment (for one year):                      \$2,899 USD or €2,499 EUR or £2,149 GBP  
Payments may be subject to local sales taxes

## **How do I sign up?**

Please visit our website at [www.parker-collision-intelligence.com](http://www.parker-collision-intelligence.com) fill in the online form, or alternatively email [jon@parker-collision-intelligence.com](mailto:jon@parker-collision-intelligence.com)

## **Your course in a nutshell**

### **Module structure**

Our live eLearning webinars are listed below, which are supported with additional video, documentation, conferences, recorded replay options, personal communication, and optional one-to-one on-line seminars.

### **Bodyshop Revolution Introduction**

(45 minutes - free to find out more about our eLearning program)

**Subscription Modules:** (a new rolling program starts about every 2 months)

### 1. Your *Bodyshop Revolution* Journey

In-depth introduction to BR (Bodyshop Revolution) and to understand the particular challenges facing club members and their shared aspirations and goals. This session will set the structure for the next 12 months, ascertain the value of BR and set expectations and implementation plans. You'll see how we use the Socratic process to help your development – in other words we'll be letting you find the answers by asking the questions that really make you reflect upon how you are running your business, and what changes you would make in order to create massive improvement.

### 2. Understanding your challenges – doing the wrong things righter

An open discussion regarding the difficulties club members have implementing solutions within their business. This is where we look at the challenges faced in almost every facet of the collision industry and identify all of the problems that BR can correct. This will essentially create a definitive list of subjects to tackle over the next few months.

### 3. A new holistic model for change

This is where we really get into the nuts and bolts of the BR solution. This will be where members start to seriously question what they are doing and also find their head spinning with some of the processes, thinking, and techniques that BR employs. It won't make complete sense at this point, but there will be an understanding that many of the things that occur in day-to-day collision shop life are completely avoidable.

### 4. Principles of Theory of Constraints and Systems Thinking

Theory of Constraints (TOC) is one of the underpinning principles behind BR. You will understand the differences between TOC and Lean Thinking, and why Lean doesn't really work well in the body shop environment. This module gives an overview into TOC theory, and how it can be applied to member's businesses. We also discuss how Systems Thinking is also applied, not to process, but to the way in which the business is run.

### 5. Understanding what affects throughput

Most people believe they understand the how throughput works within the business. Here we delve into not only how vehicle throughput can be changed, but how the specific drivers around constraint theory affect what you invoice. We also look at scenarios concerning efficiency, productivity, and utilisation metrics and how some seemingly obvious improvements actually hinder throughput.

### 6. Dealing with Murphys

In TOC and BR terms Murphys are unexpected stoppages in production. In this module we explore why Murphys occur, how they affect our business and how we can reduce them with processes and procedures. We run scenarios where Murphys occur and invite members to find solutions with particular emphasis on up and downstream effects.

## 7. Understanding your opportunity for success

By this point we've done quite a bit of theory, role-play and scenarios from which we can now start to understand how implementation of these methodologies can significantly help the business. This now is where we put some meat on the bones and look at the numbers, the opportunity and create strategies around change, what that will mean to members businesses and set some goals for success.

## 8. Pull, vs push, Drum-buffer-rope understanding

We're now going to get into the detail of continuous workflow methodology. In order to understand the techniques in application, we have to look at how changing from a 'push' system to a 'pull' system will change production. We turn this theory into actual process, which although doesn't encompass all BR techniques, can have a significant effect in production throughput. We also discuss and understand how this 'pull' roping technique is affected by buffering and drum flow.

## 9. Managing your supply chain

All businesses are only as good as their supply chain – typically parts and paint suppliers. In this module we discuss the effects that are caused from their behaviours, and techniques and processes that can be put in place in order to virtually eliminate the continual issues that tend to occur in most body shops.

## 10. Getting away from Silo based thinking

This is an important module as you continue your BR journey as it focusses on the holistic approach to thinking about your business. Most people solve problems and look at MI in silos – i.e., they find a localized solution which has a negative knock-on effect to upstream or downstream processes. Here we explore how to change your methods to create a more holistic centric operation.

## 11. Bonuses, pay structures and human behaviours

This gets the juices flowing – how to pay people for the greatest success, not only in output, but for personal buy-in and job satisfaction. There are many types of remuneration being used in this industry, here we explore the options, discuss the consequences and find solutions. We also provide an understanding to human behaviours, peer pressure and herd activities. You'll be surprised how people can change, by just adjusting your dynamics while employing your team.

## 12. Implementing change, and change management

If everything improved if we changed it, then we'd be changing everything all the time! Of course, we're not, and change often makes things worse. Therefore, implementing change within your business can be tricky. Here we explore the pitfalls, look at the behaviours we'll introduce based upon the rules we ask people to follow and most importantly, make sure that your new Bodyshop Revolution changes stick... for good.

### 13. Leadership techniques and staff motivation

However much you pay your team, without leadership, you'll be sailing a rudderless ship. Businesses and people require a vision, a strategy, leadership, and time-based goal setting. In this session we explore the pitfalls of poor leadership, understand further people's behaviour in the workplace and the ramifications of a lack of focus, motivation, or discipline. We demonstrate how to lead, what your team are looking up to you for and how to get the very best from them.

### 14. Continuous workflow techniques

This is where we get into the core of Bodyshop Revolution. By now, you'll be equipped with most of the tools to start to implement the production workflow of BR into your own shop. This is where it gets really exciting, however, there are always sharks ready to bite you if you're not prepared. We drill down into the precise processes required to achieve continuous workflow, discuss pitfalls as well as the upside to cut your key-to-key cycle time in half.

### 15. Advanced 5S techniques

We take Lean Thinking 5S and we supercharge it. In this module we learn about work-bay design, the supporting elements to enable continuous workflow and the challenges and techniques around parts. We look at sub assembly working, localised equipment, when to clean bays, mirror-matching advanced methods and the movement of vehicles and staff in the workplace.

### 16. Bodyshop Layout and design for continuous workflow

This leads on very nicely from your 'Advanced 5S techniques' module, as it takes the learning you've done and accelerates it into a complete shop design. Whether you're building a new shop, or modifying an existing business, this will give you invaluable information to design your shop interior to match the BR process, especially around hub and spoke design, centralised services, etc. You'll be surprised because you'll end up with something conceptually completely different from what you believe works today.

### 17. Staff requirements for continuous workflow

So, you've designed your shop layout, understood how to achieve continuous workflow to massively reduce key-to-key time, all you need now are the right staff. Today we discuss what skillsets you need, how to reskill or recruit the best people for this amazing job. This is not an easy part of BR, but with the correct guidance, support and additional staff supervision you'll make a complete success of this. Change is difficult, unless the benefit is tangible – here we demonstrate to sceptical team members that the benefits far outweigh the downsides. Most staff that change to BR methodology question why they didn't work this way years before!

### 18. Courtesy and rental vehicle techniques

For most of the repair community, loan vehicles, rentals or courtesy cars are part of everyday life. These are expensive, a nuisance and cause a significant amount of administration and time.

We look at processes that not only make this whole system slicker, but also how you can use this costly liability to your benefit to bring customers back again and again.

#### 19. Advanced vehicle damage assessment techniques

Different countries around the world estimate vehicle damage in different ways. BR focusses on continuous workflow, therefore the damage assessment must be correct in order to stop Murphy creeping in. We discuss and demonstrate different ways of vehicle damage appraisal and focus on the method that works in the most holistic and effective way in order to deliver repairs at a lower cost to yourselves, with the lowest cycle and touch time. Our experience working this module in particular in US bodyshops has reaped unbelievable results.

#### 20. Dealing with out-of-scope repairs

So, you put in a process, produce a really slick system and then, because of the nature of collision repair, where every repair is different, something doesn't fit the mould. This module deals with what appear to be out of scope repairs but then demonstrates that once you are able to understand the structure of repairs, large or small, you can actually fit them into your continuous workflow model. Unlike Lean, BR has been designed to cope with all types of repair, mixed together still delivering optimum cycle time for every vehicle.

#### 21. The value of pre-release meetings

How many times does a vehicle fail in production? If you do the analysis, most do at some point. Part of the BR process is the pre-release meeting – a concept that's unique to Bodyshop Revolution. Today we look at what this entails, why it's in place, the ramifications of not doing it and the massive benefits to your business it will make of your doing it by the book.

#### 22. Simplified Workshop control techniques

Typical bodyshops have a lot of work in progress (WIP). BR usually reduces your current WIP by about 70% - yes 70%! Workshop controllers are the best jugglers and fire fighters in the world. We discuss and teach how, having implemented the BR process, that the job of the workshop controller changes, is morphed into something significantly better and takes the pressure cooker atmosphere out of the environment.

#### 23. Assuring quality control

We've all had vehicles come back, once repaired. Embarrassing, expensive, to name a couple of the side effects of poor quality control – and you've probably lost a potential repeat customer to boot. We look at the effect of the BR process and thinking on quality control (QC). How QC works in production, how it's implemented at the end of the repair and the value of providing a vehicle handover that is an amazing experience, to bring repeat business into your portfolio.

#### 24. Eliminating Chaos and Noise in the body shop

Historically we've introduced this module earlier on in the learning and mentoring. Latterly, we've found it more beneficial to approach the subject once BR has started to be implemented, because until you see BR in action, the reduction in noise, chaos and madness cannot be believed

until seen. In a positive way, BR bodyshops can appear as if nothing is really happening, even when throughput is up by 50%! It's a by-product of BR that the chaos and noise just disappear like magic. It's not magic, it's science. You'll understand why once completed.

## 25. Technology to support process change

Bodyshop Revolution today, is not about technology. Historically we've been involved in gas catalytic drying robots, but paint advancements have almost made them redundant. That's cool, because it means, to achieve the same results as we used to from a significant investment, now you don't. In this module we discuss the tooling required to support your quest for outrageously low key-to-key times. Luckily, the investment is very low, and we show how speeding up process by tool purchasing can have a negative effect on throughput. Its counter-intuitive, but it works. It's all about constraint management, and here you'll learn how.

## 26. New process Implementation techniques

By now, you're really getting to grips with the whole BR process and thinking. You'll understand the theory, but the implementation starts to get a bit tricky. You'll have had a couple of 'wobbles' (but that's ok – it's how you learn), so you'll need to just brush up on your implementation techniques. You'll be regularly tweaking your BR system for optimum performance, it's important you have your team on side – here's how we do it.

## 27. The real Key Performance Indicators (KPIs)

By now you have the BR system working well in your bodyshop, but you'll be keen to measure its success – of course! Using the old fashioned KPIs to do so undermines what you have already achieved, so you'll need a set of supercharged KPIs that not only provide a measurement, a trend, and a benchmark against your peers. In this module we give you the tools to not only measure what's really important (to you and your customers) but those you can measure and have the toolbox to make the changes to improve the metrics.

## 28. Throughput accounting advantages

Today we'll introduce you to throughput accounting – it's a TOC process that gives you the tools to measure, maintain and improve your business based on... throughput! You're used to Cost Accounting – this is what the taxman wants, which is fine, but it's not a particularly useful way of measuring your business real-time. We introduce tools that allow you to real-time manage and control your business – simplified solutions, real data.

## 29. Effects of changing vehicle technology

This is not strictly part of the BR process and doesn't really seem to fit in with the thinking and processes we've developed for you. That said, it seems sensible to discuss the market, what's happening with the latest technological challenges and how they are going to affect you in the future. Part of BR is about repairing vehicles as less cost to yourself, faster than your competitors and without fault – new technology can mess that paradigm up, so this is an important module to help you to steer your business in order to future-proof it.

### 30. Advanced TOC thinking and implementation

Some of the discussions around TOC theory will probably have already blown your mind a bit. Hopefully by implementing those techniques you'll have grasped the concepts and be running with them daily in your own business. Now it's time to step up the game. That's because you're only 2 months away from the end of the program and you'll have to lean to fly by yourself soon. So, I'm going to give you advanced tools and further references to allow you to design your own future systems - stuff like evaporating clouds, CCPM and some juicy problem-solving methods.

### 31. Advanced Systems Thinking and application

Following on from the previous module, once you've got your head (a bit around) the advanced TOC, we're going to stress you further with some further Systems Thinking. You'll by now be thinking more holistically about your business, but you will still come up against daily challenges that seem insurmountable. Systems thinking will help you with these, so it would seem logical to take your thinking and understanding a little further to give you the tools to make your own awesome decisions.

### 32. Marketing your unique Collision shop solution

By now you have a very slick operation running. You can repair cars in half the time you used to, and at less internal cost, massively boosting profits. Now you run into a problem – you don't have enough work – your constraint has moved from your body shop, out into the marketplace. Ouch! This is where you need to understand your marketing proposition. Luckily TOC has a solution, and we're going to guide you in all of the processes you need to market the daylights out of your collision shop – one of the best in the world. Easy eh? Guerilla Marketing, here we come!

### 33. How to get customers to come back over-and-over again, and then again

Vehicle drivers change insurance carriers, so guess what, they never come back to the previous insurers approved body shop (you). That hurts, but our front-end staff training videos can help to draw customers back, even if you aren't on the approved list. Exceptional customer care, keeping your promises and a repair that's second to none will, with the correct drivers bring customers flooding back. Repeat customers are your lifeblood, and in this module, we explain how and why it's so important to tap into this ignored resource.

### 34. Creating an environment where you never have to recruit staff again

There are some companies that never have a problem in retaining or recruiting staff... Why? The answer is simple – to be seen as such a successful brand that everyone wants to work there. How do you achieve this status? There is no short-term quick fix, but there are a number of things that you will already have put in place that elevates you, way above your competition. You'll be so efficient, run at lower cost than your competitors and have created an amazing work ethic environment that you'll just attract the right people into your business. This module is a 'must' for continued success.



### 35. Replicating your success to grow your multi-shop operation

The most successful businesses in the world have achieved their status because they worked out how to 'do' the business - then replicated it. Bodyshops are the same. If you can get one shop working near-perfectly, then why not replicated that success. So many MSOs still run different systems at each branch, only because they haven't really worked out the best model for success. With BR, you're already running the only model for ultimate success, so let's teach you how to replicate it.

### 36. Bodyshop Revolution wrap-up (last module)

Phew, we're there. A fast-paced year of seminars, webinars, video, implementation, challenges, sweat, hard work and challenges... but your business is in a completely different place. Our last seminar is about celebrating your success. It's also about being realistic and measuring in our own peer group what we've achieved. You'll have been close to 2 other shops on this journey and you'll have all worked hard to get to where you are. It's time to reflect on your journey, to measure the milestones you've knocked over and look forward to new horizons.

I'm not leaving you, I'm here to support you on your continued journey – remember life is a journey, not a destination. At this point we can discuss what further help you may require, or...if we've done a great job, just let you fly by yourself. Adios amigos, enjoy the gift-box of my favourite champagne x

**Please subscribe online at [www.parker-collision-intelligence.com](http://www.parker-collision-intelligence.com)**



...and there's more - for those businesses wanting an intense Ultimate TOC Experience

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