

NEI ONE-DAY & HALF-DAY SEMINARS

Strategic Management Seminars

MCAA, the “education association,” proudly presents eleven seminars to help you strategically manage risk. Gain insights into proven methods for developing effective strategic plans and key factors to implement and maintain them.

Who Should Attend?

Senior management, owners, foremen and project managers will benefit from these seminars.

Course Descriptions

NEW *Building a Culture of Safety...More than Numbers* – 4 hours

Does your company exhibit safety culture excellence, or are you engaged in a safety culture war? To attain safety excellence, all team members must know that “safety is first...always.” A company cannot simply “keep up” with safety regulations or it will fall behind. You have to operate ahead of the curve, working twice as hard to keep balance with not only new safety developments but also with the changing factors in communication and accountability. Best of class companies are the safest and most profitable, and you want to achieve this status. You will learn:

- The keys to building a culture of safety
- Safety must start at the top. How do you make this happen?
- How to transform your safety culture
- Rules of the road, and why they matter
- Increased safety leadership at all levels of the company makes a difference
- Proactive safety efforts reduce EMR, IR and SR and increase profits
- Training can become the unstated competitive advantage for your company
- TEAM—how to increase employee awareness, participation and cooperation
- The best companies are the safest, resulting in an increased bottom line

NEW *An Outside Board of Directors...the Missing Link to Your Success* – 4 hours

An outside board of advisors is essential to any company because they give strategic direction and oversight. Boards assist companies with many difficult decisions and have an unbiased and objective outlook, helping to make your company a success. A board is your missing link to sustained profitability. Too many companies have a board that consists of their relatives, bookkeeper, CPA and attorney. For sure this meets the letter of the law for a board, but the

reality is that few of these boards of directors offer the owners what they really need. Some of the topics to be covered are:

- Why picking the right board members does make a difference! How to do it
- Duties and roles of a board of directors, and how to maximize their effectiveness
- The value added impact of a board to your bottom line
- How your board creates accountability at all levels of your company
- Use your board to reward your key performers
- Communication, the key to an effective board of advisors
- Leverage your board by using their experience, talents and contacts

Succession Planning...or Else – 4 hours

Are you prepared to have the next generation lead your business? Too many owners wake up one day and realize that there is no escape for them from their company! They have missed an opportunity to put into place a plan to ensure their ability to exit the company and ensure the sustainability of the company. Worse yet, the company is their largest personal asset, which also happens to lack liquidity. They are stuck in the worst of all circumstances, not wanting to work, but having no choice because there was no exit strategy! We will cover the following topics:

- Mentoring, the key to a successful exit strategy
- Why it is important to have succession planning at ALL levels of your company
- How career path development will help to grow the “greener grass” at your company
- Learn how “best of class” companies share ownership as a key to a successful exit strategy
- A beer truck plan, what is it? Do you have one?
- Succession planning builds “bench strength” that builds sustainable profitability
- Hidden talent, how to identify and build your team, thereby making the “door swing in” for talent at your company

To Be Green or Not To Be Green? That is the Question – 4 hours

Green is one of the hottest issues in the construction industry. This seminar will help you answer the following questions and more:

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- What does green mean?
 - If I do not go green will I be left behind?
- You will also be able to assess whether green is for your company. Learn that if you do not go green, the world might not end. And if you go green, how to do it profitably.

Surviving and Thriving in Difficult Times – 4 hours
The economy has left so many concerns in people's minds such as: Will the new downturn change the landscape for profitably? Is everyone now bidding our type of work? What if I can't bid any lower? These concerns and others will be addressed in this seminar. Topics include:

- Sharp-shoot projects and keep your margins high
- Sustain your business through long-term relationships and honing your "sweet spot" and see how this can be a successful strategy
- Develop tools and tactics so you can right size your company everyday
- Build on your strengths and capitalize on your competition's weakness... and more

Advanced Strategic Planning – Full Day
Advanced course recommended for those who have the basic strategic planning skills. Top performance is within easy reach by aligning strategic planning and your company's culture. Participants will learn proven methods for developing an effective strategic plan and develop the crucial skills needed to implement your company's strategic plan. Each participant will develop a draft strategic plan to take with them to utilize in their own company. Topics covered will include:

- Strategic planning as a springboard to success
- Step-by-step approach to strategic planning
- Keys to successful strategic planning
- Why a mission statement is important
- Writing or fine-tuning your own mission statement
- How vision and the value proposition fit into your plan
- Writing your vision and value statements
- Structuring a living plan that becomes part of your company's DNA
- Performing a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of your firm
- The magic of prioritization that makes the plan achievable
- Developing strategies and goals with action plans that produce results
- Keeping track by keeping score

- Writing a draft strategic plan to jump-start the process at your company

Profit Is Not a Dirty Word – Full Day
Mechanical contracting keeps getting riskier every day; in spite of this fact contractors give away their expertise. We must change this dynamic and get the returns that we truly deserve for the risk we take on projects. This workshop is structured to achieve just that by giving participants the tools they need to become more profitable! After all, isn't that why we are in this business, to make a profit? Topics include:

- Learn how to stop giving away your expertise
- Develop take-home methods that improve the rewards for risk taking
- Learn how to develop and utilize a risk matrix to identify the right project to bid
- See why a culture of profitability is contagious in a very positive way
- Learn why your customers will want to help you make a profit
- Uncover the power of Margin Aggression and learn to use it for great result
- Learn how to benchmark your company to become a "Best in Class" performer
- Take home the tools to develop your own "dashboard for success"
- Plan how to put these tools to work immediately

Strategic Planning – Your Springboard To Success – 4 hours

Breakthrough performance is within reach. By aligning strategic planning and process management, you will learn structured and proven methods for developing effective strategic plans and the crucial skills needed to implement them at your company. Topics include:

- Types of plans and the differences between them
- Strategic planning as a springboard to success
- Step-by-step approach to strategic planning
- The keys to successful strategic planning
- Why a mission statement is important
- Write or fine-tune your own mission statement
- How vision and value proposition fit into your plan
- How to structure a living plan that you utilize month after month
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and action plans that produce results

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- Take home a framework for your strategic plan and jump-start the process at your company
- Why a mission statement is important
- Write or fine-tune your own mission statement
- How vision and value proposition fit into your plan
- How to structure a living plan that you utilize month after month
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and action plans that produce results
- Take home a framework for your strategic plan and jump-start the process at your company

Risk Management for the Savvy Mechanical Contractor – 4 hours

"Best of Class" contractors routinely use risk to their advantage to be more profitable and successful. You can do it too! This course covers risk and reward, risk segmentation, plus risk and reality. Gain insight into best practices from an interactive program as practical as it is strategic. Topics include:

- Your company's (and your own) tolerance for risk
- Not all risk is the same
- The four main areas of risk: Hazard, Operational, Financial, Strategic
- The essentials of systematically identifying and managing risk
- Minimize risk without limiting growth
- Turn risk into an opportunity and a competitive advantage

Cash is King – 4 hours

Do you pay too much interest to the bank? Do your people spend too much time chasing customers for payment or do they think you are growing a "money tree" out back? If so, Cash is King will help you:

- Better understand the cash flow cycle
- Discover methods and means to get your money sooner
- Understand your role in getting your company paid
- Learn how a contractor went from a borrower to an investor because of better cash flow
- Discover "best practices" for better cash flow

Profit Is Not a Dirty Word – 4 hours

Are you getting paid what you deserve? How much should you be paid for your experience? Why should you be compensated for being a risk taker?

Topics include:

- Illustrating our daily risks and showing how we virtually give away our expertise
- Take-home methods that improve the rewards for risk taking
- Discover that Profit is Not a Dirty Word
- How to manage your bottom line
- The power of Margin Aggression
- Starting a culture of profitability

Who is the Presenter?



F. James (Jim) McCarl helps businesses and non-profits maximize their potential. A nationally recognized speaker and strategist, his success strategies were developed over a 30-year career at the helm of McCarl's, Inc., a family-owned construction business. Under his leadership, the company's annual sales grew 1,000 percent, placing it in the top tier of mechanical contractors in the United States. Currently, he serves as Chairman of the Board for Gateway Bank of Pennsylvania, is a trustee for the University of Pittsburgh, and teaches classes on Entrepreneurship at Carnegie Mellon University.

FOR MORE INFORMATION OR TO SCHEDULE A COURSE, CONTACT:

Jim McCarl at **877-720-7481** (phone) or **success@mccargroup.com**.

You may also contact MCAA's **Priya Craig** at **800-556-3653** or **pcraig@mcaa.org**.



Visit www.mcaa.org/initiatives/national-education-initiative to learn more about other courses available through the NEI and view complete course details.

To schedule a course, contact the instructor directly using the contact information on this flier or contact MCAA's Priya Craig at **800-556-3653** or **pcraig@mcaa.org**.