



BUSINESS OWNER AND EXECUTIVE'S WORKSHOP

Two-Days of Powerful Strategic Management Learning

Friday, June 21st & Saturday the 22nd ♦ *Viega Training Center* ♦ *Nashua, New Hampshire*

TRYING TO KEEP UP WITH A RAPIDLY CHANGING WORLD?

The world and our industry are changing faster than you can keep up. Even with making some investments in new systems and technology, it seems that when things get busy, employees are falling back into the old habits they have relied on in the past. You can't find good help. And getting the people you have working together as intended has been tough. All this has kept you and your management team too busy to really think about strategy, the economy, recruiting methods and (eventually) succession planning.

WE ARE HERE TO FIX THAT.

Created for Business Owners, Presidents, VP's, COO's, CFO's, Senior Managers and promising talent working their way into one of those positions. If your picture is on the web site "Contact Us" page (or will be), you belong in this workshop.

Be willing to stretch your boundaries, work hard, and be ready to openly engage with your colleagues, classmates, and presenters – even through strenuous and uncomfortable discussions.

Roll Up Your
Sleeves!

This workshop is your chance to re-examine what it takes to run and grow a professional contractor business in today's world.



Featuring Construction and Management Experts Kirk Alter and Nate Koetje

INSTRUCTOR PROFILE – KIRK ALTER

Purdue University professor Kirk Alter grew up in the mechanical construction industry and helped develop the strategies that made him a co-owner of one of the nation's largest contracting companies (Over \$1 billion in revenue in 2018). His passion is taking the knowledge he gains from the contractors he teaches and sharing the very best ideas with his next audiences. He brings that passion and high energy to the classroom and forces attendees to examine what they accept every day as normal versus what they should be demanding from their companies, their employees, their customers and themselves.



INSTRUCTOR PROFILE – NATE KOETJE

Nate Koetje is President/CEO of Feyen Zylstra, an electrical and technology infrastructure contracting company. Under his guidance, the company has built the team and systems needed to grow from \$20 million to \$140 million in revenue per year, with excellent profits.

Nate is an expert in company culture and strategic business thinking, planning and execution.



Information or Registration: phccfoundation.org/essentials or (800) 533-7694.

LOCATION – **Viega** is sponsoring the workshop and hosting us at their professional education facility in Nashua, New Hampshire. The facility is 15 minutes from Manchester Boston Airport (MHT) and walking distance to our hotel.



Connected in quality.

A HANDCRAFTED LIST OF HOT TOPICS

Kirk Alter is a professional instructor who spends most of his time on the road, talking with contractors across the nation, learning best practices and seeing emerging trends long before their impact will be felt.

Nate Koetje has built the team and systems his contracting business needed to grow from \$20 million to \$140 million in revenue per year, with excellent profits. Together, they have identified the topics that will help you the most.



1. Are You Ready to Reinvent Your Organization?

Why do you do what you do? What would your business look like if you took “a clean sheet of paper approach,” and started from scratch? Would you jettison customers, divisions, types of work? Would you even reinvest in what you presently imagine to be a “construction company,” or would you create an entirely different type of investment? We’ll tear it down and see what emerges from the ashes.

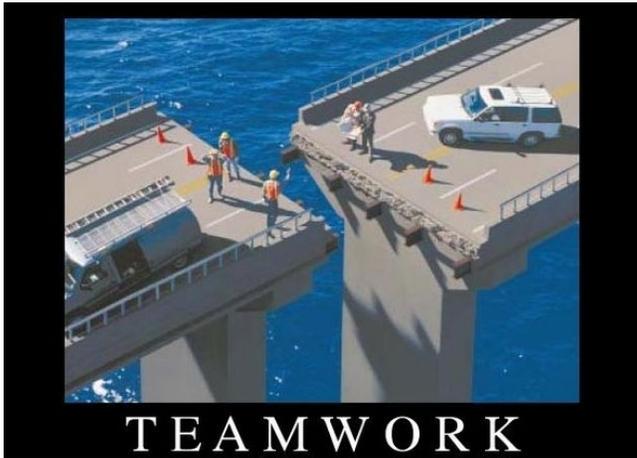
2. Precision Construction: What You Don't Know About Where Construction, and Technology, is Going is Going to Be the End of Your Business.

We're not going to talk about Trimble, or 3D scanners, or iPads for foreman. If you're still in a quandary about that, it's already too late for you. We're going to talk about productivity, and learn and understand how other industries have harnessed the power of digital connectivity. This is going to require a change in your perspective, but should you be willing to do that you're going to radically re-think your approach to technology in construction. You'll probably be uncomfortable as we talk about code, programmers, enterprise applications, and precision machines...so, good, let's get up to speed.

3. The Messy Process of Building Effective Teams

Yes, everyone has read *Good to Great* by Jim Collins (if you haven't then you're really behind the curve), and sadly, the biggest “idea” that most people take away is the hackneyed idea that you must “get the right people on the bus, in the right seats.” Yeah, yeah...at the end of the day, when building effective teams you have to sometimes really shake up the organization, and sometimes your “brother's nephew, or son-in-law, or...” has to go. It's not all rainbows and unicorns, and building effective teams successfully can be taught...with real world experience. Come and learn how.





4. Simple Steps, Hard Work. Building a Culture That Gets Results and Has Impact

Culture. Everyone talks about it, all companies have a culture...the questions are what's wrong with your culture, how can it be radically improved, and what do you need to do as a senior leader to build the culture that gets the results that you want and need? Come and learn from a culture expert who has built the culture that everyone wants, but few have achieved. It takes hard work, and a sustained commitment, but it's teachable and learnable. Kick-start your culture here.

5. Strategy Matters! Stop Screwing Around Being Lazily Opportunistic and Figure Out How to Craft a Suitable Strategy for You - then and Build, Execute and Measure It!

Most construction firms don't really have a strategy. "Our strategy is to sell and install \$x million of work at Y% profit." That's not strategy! Our industry is full of bid peddlers, and bid shoppers, and that's not strategy either. Come and learn how the rest of the business world successfully crafts and executes strategy. Walk away with tools to genuinely put you on the path to achieving your business financial goals.

6. Macroeconomics, Markets, and You as a Visionary

Your job, your commitment to your team is to steer the ship. Are you even at the helm?

If you're down in the weeds of project execution, job cost statements, and whether or not you've been paid yet - you're not doing your job. Not as a leader, not as a coach, not as a delegator, and you certainly aren't where you should be - steering the ship. Here you'll learn how to be the executive who sees past all the tower cranes and passively concludes that "business is booming," and who instead is looking in all the right places, regularly tapping into the trove of information that will allow you to keep ahead of the curve, and who is always leading their company instead of following the herd.



7. Leading Change and Navigating an Unknown Future - Keep Moving Forward!

Change is a constant, and despite there being a tremendous amount of legitimate market indicators to use as guides, the future is still always going to be a little fuzzy. Regardless, you have to keep moving forward, and accomplishing the successful execution of your strategy. Here you will learn how to not abandon your plan, but rather how to adapt to change while still moving forward. No excuses, no b.s...real leaders understand how to adjust, adapt and thrive in times of change.



8. Why Should I Work for You?

The Myth of Manpower and Talent Shortage, and Our Industry's Utter Failure to Attract Talent

If you really think about it - it's possible that you wouldn't work for you! Non-transparent owners, unclear succession paths, no place for talented younger folks to move up because they're blocked by more senior Business As Usual placeholders, no opportunity to get a share of the ownership someday... Why would I come and invest my most precious resource of my time with you? For a paycheck? I can get that anywhere! What opportunities are you providing? Come and learn why people aren't flocking to your firm, and how to fix that. Be prepared, though, your systems, culture, and old way of thinking is the problem, and you're going to have to work hard to change.

9. Walk Away Wealthy, or Why the Heck Are You Doing What You Do?

Is your business structure right? Do you have a plan? Or, will you, like most contractors either work until you die, or "sell" your business for peanuts because you don't have enough business knowledge to craft a plan that allows you to get out when you want to and actually enjoy your wealth?

Here we'll examine the array of options that are available, how to craft a plan that will allow you to get there, and sooner, rather than later. You need to start now. Most of you have too much, if not all of your wealth tied up in the firm. Why do you have more than a dime more than a 51% investment? Do you not have any other investment ideas than to sink all of your assets into a large margin construction business? How does that make any sense? Do you understand diversification, and investment, and wealth? Let's talk about it, apply it to your situation, and help you to start down the path to recovery.



Please Don't Come to this Workshop...

...if you are comfortable with business as usual

...if you think that little changes are enough to move your company forward

...if you see your future as a contractor and not a business professional

...if you "can't imagine doing it any other way"

Come prepared for long hours, deep thinking, hard topics, shared experiences with fellow attendees, and an action plan when you leave. It will be the best investment you've ever made!

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REGISTRATION FORM

Registration Includes: The workshop registration fee includes two days of instruction, all course handouts, plus lunch, dinner and receptions on class days. Attendee hotel sleeping rooms and travel are separate expenses.

Travel Information: Viega's Training Facility is a 10-minute drive from Manchester Boston Airport (MHT) or an hour's drive from Boston Logan Airport (BOS). Attendees should book their hotel room through the Foundation to receive a steep discount on the sleeping room rate and free breakfast at the nearby Marriott Doubletree Hotel (details to be provided to registrants).

PLEASE RESERVE MY SEAT(S) FOR THE WORKSHOP

First Attendee

Name: _____

Cell #: _____

E-Mail Address: _____

Company: _____

Address: _____

City/State/Zip: _____

Second Attendee

Name: _____

Cell #: _____

E-Mail Address: _____

Workshop Sponsor



Connected in quality.

- PHCC Members: \$799 for the First Attendee, \$699 for the 2nd & Each Additional Attendee**
- Non-PHCC Members: \$799 Per Person**

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If you need additional information, please call (800) 533-7694 or e-mail zink@naphcc.org.

