

EVENT GUIDE: CHANGE AND IMPROVEMENT PROGRAMS



(BAC HAWAII)

**MARKET EDUCATION
WORK ETHIC & LEADERSHIP
PERSONAL RESPONSIBILITY
LABOR MANAGEMENT COOPERATION**

Breslin Strategies Inc.
www.Breslin.biz

OBJECTIVES

It is important to identify objectives prior to your event so the impact or return on investment can be assessed. Hosting the event involves logistics and well as time and financial commitments. Therefore it is very important to consider the specific goals and objectives you are seeking. Those most common include the following;

- Educating union leaders or members on market share challenges and dramatic comparative data trends.
- Issuing a “wake-up call” to what is at risk in the market place.
- Breaking down labor-management barriers by identifying common financial and operational objectives.
- Identifying and emphasizing the necessity of personal responsibility, work ethic and productivity and its’ impact on the competitive mix.
- Using the event as a catalyst for change.



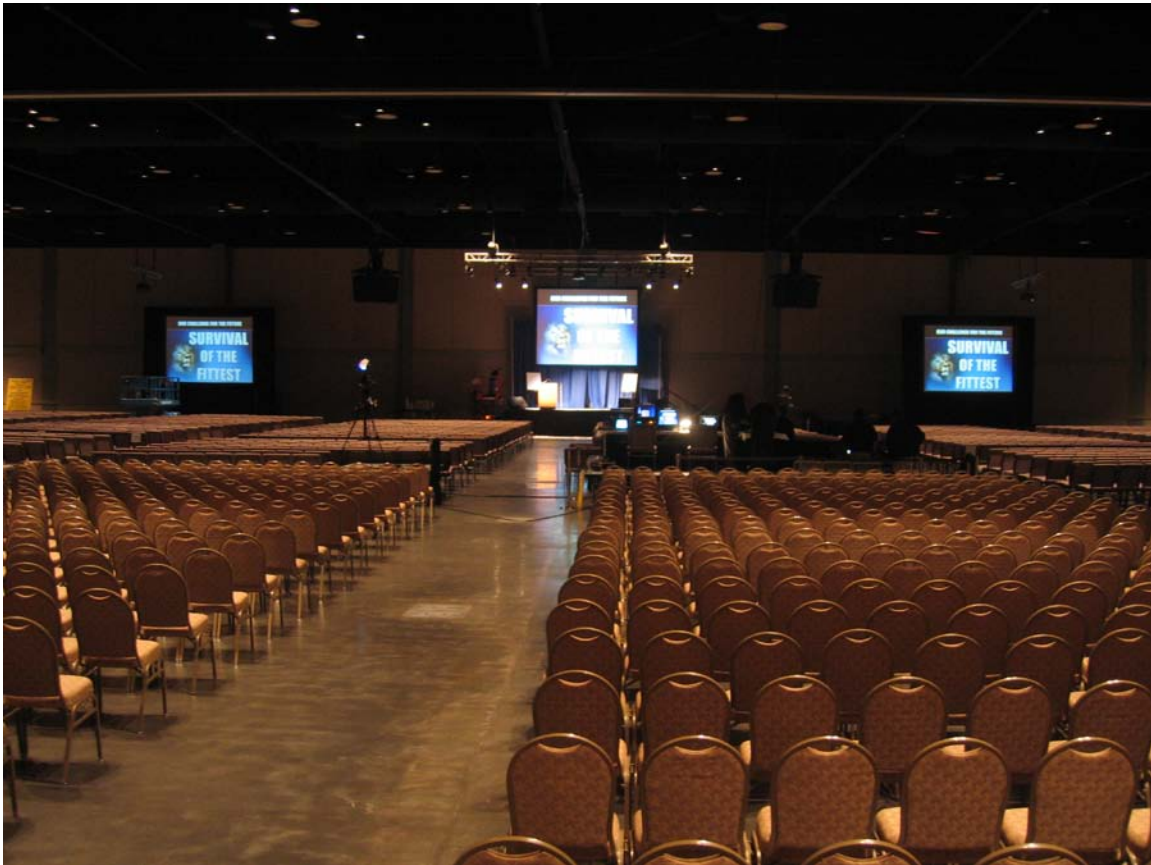
(Notre Dame University)

WHO SHOULD ATTEND?

We are often asked who should attend a program. Without hesitation, we suggest that as many of the stakeholder or impacted parties that can be attracted should attend the event. Common objectives and values come from a common vision.

This may include contractors, union leaders, rank and file members and even end-users. Particular attention is generally placed on getting apprentices to attend on a mandatory basis to push future workplace culture changes.

FILLING THE SEATS: ATTENDANCE



(Kansas City Rank & File: 5000)

Different organizations work at increasing attendance in various ways. These are some of the common ones;

- mandatory attendance for all apprentices (single or multi-craft)
- give away prizes sponsored by unions, contractor associations or labor-management cooperative groups. (i.e. flat screen, trips to Las Vegas and similar)
- Hand-picked “opinion leaders” and foreman identified by contractors.
- Spouses of members (surprising impact when we talk about pensions and finance)
- Contractors let field hands off early who are going to attend or they get off two hours early and are paid for one and give one back themselves.
- Event promotions and handouts at union hall and on websites.
- Paycheck stuffer announcements via contractors.

ESSENTIAL AV TIPS



(Technical & AV)

Whether your program is a major event for thousands or a small gathering for hundreds, your AV set up is an essential part of the success (or failure) of your program. Here are the essential tips for having an outstanding event with regards to your AV set up;

- Do not skimp on screen size. If they can't see it, content doesn't matter.
- Make sure you have an AV specialist in the room. AV failure sets back the program in time and effectiveness. Total AV failure = total event failure.
- Check the sound system as soon as possible for static or feedback.
- Make sure strong lighting is focused on the stage area where speakers will be talking.
- Be sure you have Power Point loaded and functioning.
- Position the projector & screen where it does not conflict with the stage set up. You don't want it projecting in the face of your presenters.
- Try not to put a panel of people on the stage that the presenter will need to walk behind or in front of. It looks disrespectful. Always leave room for walking around.

PROGRAM FOLLOW UP GAME PLAN

Educating the rank and file on market conditions, personal responsibility, work ethic and their role in the competitive mix is not something that can be accomplished in one seminar or program.

Unless you want a simple "feel good program" you need to do some form of follow up to reinforce the messages. Most Breslin Strategies clients plan a follow up to leverage the program messages and themes. Here are some of the common follow-up activities:

Peer to Peer Communications Include:

- Discussion at next union meetings
- Discussion at next apprentice classes
- Company hosted meetings: foremen and opinion leaders
- Follow up in union and association publications and websites

Changes in attitudes and work habits are a little more challenging. Tools include the following:

Survival of the Fittest Book Or Audio CD Handout

The address by Mark is the “set-up” and the book becomes the “how-to”. Usually books are distributed at the beginning of the meeting, giving them time to peruse while waiting and also a chance to get one personally signed at the end of the event. Significant quantity discounts are offered for these programs.

Adoption of Apprentice Course Material / Show Material at Union Meeting

Apprentice attendance is required at most of our larger rank and file programs. This can be a good time to kick off the Survival of the Fittest Apprenticeship Course or show the materials at the next union meeting. This includes book or CD, workbook, Instructors Guides or the two DVDs noted below.

The Breslin Business Plan DVDs

(For Rank & File Union Member at Union Meetings and Training Center Presentations)

Business Plan Part I DVD

Labor-Management Reality Check: Our Market and Our Product (25 mins.)

This DVD program summarizes the challenges that the Union construction industry has to face. At 13% market share across North America, this is a look at what we’ve got to offer, the problems we are facing, the necessity of change and the good and bad of our product. The DVDs can be stopped in several places to engage your audiences in a process of judging for themselves, the realities facing labor-management and the rank and file.

Business Plan Part II DVD

Our Image & The Union Yes Challenge (20 Minutes)

This DVD program covers our image in the marketplace and how that impacts the “buying decisions” of end-users and non-union contractors who have the ability to increase our market share. It takes a look at the best brand names in North America and how they position themselves based on value and not price. This DVD also introduces the idea that marginal performance

is an unacceptable drag on our market position. What to do with the 10% of union craftsmen who do not bring the attitudes, work ethic and performance to support the “Union Yes Value Promise” is a key theme.