

New Ideas. New Strategies. New Solutions.

"Without a doubt, Breslin gets it right...and more unions need to understand his message to be successful and relevant in today world."

Terry O'Sullivan, General President,
Laborers International Union

"Your leadership was extremely valuable to attendees at the conference. The extra effort that you provided was evident throughout the conference and we are very happy with the results."

Deborah A. Wyanatt
Executive Director, Labor Relations
SMACNA

Mike Sullivan, General President
SMWIA

"Your message is spot on and your delivery is extremely powerful. Thank you for inspiring me!"

Dean Fox
Principal / Corporate Superintendent
Hermanson Company, LLP

"I want to thank you for the down to earth approach you employed. I wasn't sure what outcome to expect when I contracted your services but now the benefits are clear."

David Holmes DC 38



Mark Breslin Known for his straight forward style, Mark has made group training programs and keynote speeches on labor-management relations to more than 100,000 labor, management and rank and file union members in North America. Mark has four generations of contracting in his family and began his work in the trades while in high school. He became CEO of the Engineering and Utility Contractors Association, (EUCA) at age 26, one of the youngest in the US to hold this level position. He has represented hundreds of firms, managing billions of dollars in contracts annually.

Author. Strategist. Expert.

"My mission and purpose is to influence and inspire individuals and organizations to see themselves as they are and help them become what they aspire to be. To accomplish this vision I will be disciplined in strategy, determined in effort and dedicated in service to others."



Mark Breslin

Breslin Strategies, Inc.
mark@breslin.biz
www.breslin.biz

Phone: (925) 705-7662
Fax: (925) 705-7426
1471 Livorna Road
Alamo, Ca 94507

MEMBER
NSA
NATIONAL SPEAKERS ASSOCIATION

Survival of the Fittest: Motivation, Responsibility and Rewards

This presentation focuses on the key roles that must be played by the union, the contractors and perhaps most of all, the rank and file workers. Primary challenges covered include the realization that the good old days do not exist any longer and cooperative and strategic initiatives must be agreed upon and acted on. The focus for rank and file is attitudes and behaviors. Skills are simply not enough any more; it is about who you are as well as what you can do. A complete analysis of necessary skills, attitudes and behaviors is included. For integrated audiences of contractors, union members, apprentices or any one sub-set.

Rank and File Industry Night

The Industry Night is designed to inspire positive change within unions and among field leaders in a region. Typically sponsored by a labor-management coalition, this is the largest of the programs offered by Breslin Strategies. These are multi-craft evening programs of 1.5 hours aimed at large numbers of rank and file leaders from a city or region. A combination of contractors and union leaders invite foremen, superintendents, key journeyman and all apprentices (mandatory) to attend to hear a message defining their role in the competitive mix. These programs use local market share data, economic information and real-life "close-to-home" examples to convey an urgent need for cooperation, productivity and end-user value. Some program sponsors have also included spouses to further emphasize that family financial security depends on rank and file attitudes, skills and work ethic. These programs start at 500 attendees and can range up to 5000. An economical meal (sandwiches/ sodas) combined with a convention center or stadium facility has been a standard approach by sponsors. A Survival of the Fittest Book or CD is distributed at the conclusion to reinforce the message. (1.50 hrs)

Sample Programs and Presentations

Supercharging Field Productivity: 10 Ways to Boost Field Performance

We'll examine specific methods and ideas for improving field productivity and performance. The program is designed to increase performance and competitiveness and covers motivation, communication, planning and related strategies for contractors, unions, project managers and foremen. Take-away ideas and strategies that can be put to work immediately. 1-1.5 hrs

Million Dollar Blue Collar: Getting It Together in Life and at Work

Success in life is not what you know or even who you know. Success in life (and at work) is based on who you are as a person. Sometimes we all need some help in this area. Tough love, practical advice, heads-up tips and guidance—this program takes a hard look at the most important things in life and what impacts you on and off the jobsite. This interactive, humorous, practical and blunt-edged presentation provides everyone with something to take home. 1.5 hrs

Partners at the Crossroads

This seminar analyzes labor and management mutual needs and the business approach that must be taken from a marketing; operations; collective bargaining; training; and financing standpoint. This is especially effective for labor and management groups looking to start or revitalize their joint initiatives. For associations, joint labor-management groups and similar. (1-2 hours to 1000 attendees)

The Cutting Edge: Recruitment and Workforce Development

Now more than ever the construction industry will be challenged to find, develop and retain quality candidates for a career. This needs to be done in brutal competition with every other industry in North America. Learn what cutting edge strategies and best practices are being used both inside and outside of our industry. Adapt the best methods of reaching the new base of Generation X and Y candidates. Take a hard look at your workplace culture to see if you are properly positioned to be the company or union "career destination" in comparison with the multitude of other opportunities. The mutual interests of contractors, owners and unions is the nucleus of the presentation. Also included is a look at the difficulty of balancing supply, demand, attribution, union politics and demographic trends.

Alpha Dogs: Foreman and Field Version

This presentation, focused on foremen and superintendents, shows them how to become profit driven leaders through new tools, training and coaching to perform to their highest capacity. This program identifies the skills and characteristics they need to adopt; including the 3 M's Managing, Motivating, and Mentoring; all new information to put to work immediately and a much better sense of their roles within the construction business model. (1-2 hours. Groups to 1000+)

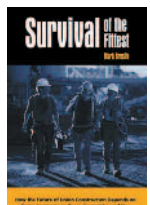
Also can be presented in Construction Executive and Labor Management Versions

Apprenticeship and Training: A Foundation for Market Recovery

This program outlines how to use the training programs, resources and staff to increase market share. Long ignored as an asset in this area, it is the most visible, tangible and valuable return on investment for prospective contractors and end-users. For Training Directors, Coordinators, Organizers, Business Managers and Trustees. (2+ hours to 500+ attendees)

Million Dollar Blue Collar

Life skills determine work success and this book helps workers with a good income manage the ups and downs of seasons, cycles and earnings in a way that improves their lives and performance.

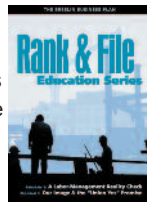


Survival of the Fittest

This book has been written for the largest and most important group in our market recovery team.

Rank & File Education Series:

A Labor-Management Reality Check examines the current market conditions for unionized construction in North America. *Our Image and the "Union Yes" Promise* helps rank and file members understand the business we are in, and the "product" we are providing to the marketplace.



Alpha Dogs: Leading Yourself and Others

From CEOs to field foremen; union general presidents and business managers to the greenest apprentices, everyone needs to step up and "lead from where they are." Presented at a national gathering of the top contractors, union leaders, and decision makers in North America, this program is a must for anyone responsible for the future of the union construction industry.



Marketing & Business Development Kit

Strategic Tools & Training for Labor-Management Market Share The Breslin Strategies method of market share recovery has been proven in action in every market in the United States and Canada. The keys to success are embracing the challenges and risks associated with a "new" or "different" way.



www.breslin.biz