



PROFESSIONAL CONSTRUCTION LEADER

VIDEO SERIES

Samples:



Deserved Thanks



Taking the Time to Teach

Breslin
STRATEGIES INC.

Breslin Strategies, Inc.
925.705.7662
www.breslin.biz
jdixon@breslin.biz

PROFESSIONAL CONSTRUCTION LEADER SERIES



COACHING OUR NEXT GENERATION OF FIELD LEADERS

- Delivered to your foreman via mobile device
- More than 50 topics ready for their use
- Short, practical and ready to put into action
- Plus two annual foreman webinars to reinforce the message and change behaviors
- Speaks the jobsite language, to their needs and their challenges
- and dozens of other topics.

SUBSCRIBE NOW!

The *Professional Construction Leader* combines practical advice and inspiring messaging to transform your field leaders.

Combining the latest cutting-edge methods of micro-learning lessons with the flexibility of mobile technology, it meets the needs of field leaders by reaching them when and where it fits them best.

Consistent reinforcement is the key to behavior change. The PCL Series provides training to improve jobsite performance, communication and motivation. Key topics covered in the video include:

- **Motivation**
- **Delegation**
- **Inspiring Loyalty and Buy-In**
- **The Power of Mentoring**
- **Taking Input**
- **Safety Management**

Cultivated from the in-person seminars and coaching of over 10,000 foremen and field leaders, this content is proven, useful and real. Deliver this value at a fraction of the cost of even one day of training for each of them—and implement it all year long.



and even P.M. that you select via their mobile device.

Custom training content, delivered directly to every foreman, superintendent

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PROFESSIONAL CONSTRUCTION LEADER TITLES

Owning Your Title: Professional

Auditing Your Pro Leader Image

Five Safety Minutes with the New Guy

Safety Leadership: Making Consequences Real

Explaining the Cost of Rework

Fixing System Failures to Improve Quality or Productivity

Setting Clear Expectations

Organizing for Effectiveness

Listening for Results

Expressing Deserved Thanks

How to Apologize When You're Wrong

Showing Personal Interest

Communicating with the Inspector

Presenting (Selling) an Idea

Building Confidence in Employees

Motivating with Positive Reinforcement

Improving Employee Performance

Firing Up Your Crew

Soliciting Quality Ideas

Empowering Your Employees

Taking Time to Teach

Locking in Employee Comprehension

Effectively Disciplining an Employee

Effectively Counseling an Employee

Setting Production Goals that Work

Identifying Qualities of Team Performance

Promoting Positive Change

Resolving Conflicts for Better Teamwork

Sharing Your History and Experiences

Coaching the Apprentice

Mentoring Your Next-Gen Talent

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Program Summary and FAQs

What is the Professional Construction Leader Series?

The Professional Construction Leader is a video based coaching series for foremen, general foremen and superintendents in the construction and utility industries.

How does it work?

The series currently has seventy (70) micro-learning video sessions on critical issues, skills and strategies that field leaders need to succeed in improving performance on the jobsite.

What is micro learning and why are the sessions short duration?

Research now shows that Gen X and Millennials prefer short duration, high value content. They want critical information in a condensed format and they want it delivered electronically so be used on their time schedule. Experts now say that you lose part of your younger audience at 90 seconds and a majority at more than 3-4 minutes. Professional Construction Leader is built with these specifications in mind, with high impact and short duration content.

What is the best way to use it?

It is suggested to send one coaching session to all field leaders and future field leaders every other week for a total of 26 times per year. Research also shows that if your frequency is too high, there will often be lower utilization by your learning audience. So 26x per year, plus a couple of high impact webinars is the model provided.

How does it work for our company?

Two options are available. For most companies, they would pick an administrator who will have password protected access to the library of programs. They would pick 26 sessions from the library to be used in the upcoming year. These now would be available to be sent by a link to all of your field leaders over and over to reinforce key skills, values and tactics. For larger companies with their own IT resources, the video content would be provided directly and distributed from their intranet or learning platform.

How much does it cost?

The program subscription cost for each field leader is less than ten dollars a month. And less than a hundred dollars per year. About one tank of gas for a utility pickup truck.

We have built this to be a value-based model - very minimal investment but long term cumulative impact of the consistent reinforcement providing great ROI.

Who is using it now?

Current clients are being asked to participate in beta testing in year one and two to provide feedback and refinement of content and delivery. Current partners include Fluor Corporation (one of the largest contractors in the world), Fortis Alberta (a major Canadian multi-province utility), and a good number of long term Breslin Strategy contractor and union clients.



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PROFESSIONAL CONSTRUCTION LEADER VIDEO SERIES

BEST PRACTICES

1 Identify all your current field leader and future leader candidates. Send them a letter and a payroll reminder introducing the PCL and your investment in them.

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2 Begin by sending each leader a PCL video coaching session every other week (26x per year) to their mobile devices to promote positive leadership behaviors.

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3 Add some of these key topics to your Annual Foremen or Safety meetings for sharing of success stories.

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4 Promote each leader's opportunity to watch the bi-annual PCL leadership webinars live or through the recorded resource library on their own time.

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5 Seek feedback and examples of their improved leadership skills and strategies at year-end discussions and evaluations.

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