Mark Breslin’s The Professional Construction Leader Video Series works! It works, because Mark is real. His blatantly honest family history and experience have wrapped him into who he is today. No bias, no bullshit. He speaks with clarity, sincerity, and conviction. The messages are simple clear and strong. To do this in two minute messages is perfect for our very busy people. Thanks Mark!”

_Brian P. Johnson, Senior Executive Advisor, Michels Corporation_

“The Professional Construction Leader coaching videos have been instrumental to the success of our Foreman meetings. We watch 2 to 3 videos and then use the provided discussion questions. We also review the videos showed at the last meeting and talk about examples our members experienced on the job site that were related to a video.”

_Craig Wright, Chief of Staff - Central South Carpenters Regional Council_
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.

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.

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.

Custom training content, delivered directly to every foreman, superintendent and even PM. that you select via their mobile device.

Breslin Strategies Inc.
1471 Livorna Road
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925-705-7662
www.breslin.biz
Owing 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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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.

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.

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

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

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