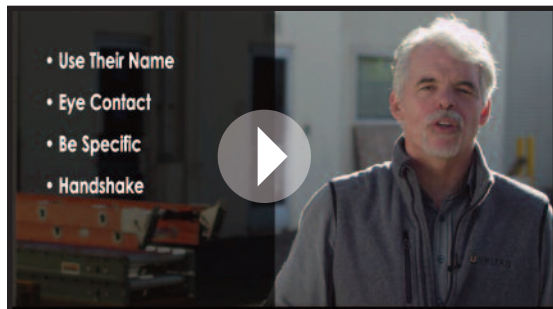




# PROFESSIONAL CONSTRUCTION LEADER VIDEO SERIES

## Samples:



Deserved Thanks



Taking the Time to Teach

## Testimonials:

“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*



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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!**

**T**he *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 P.M. that you select via their mobile device.

**Breslin**  
STRATEGIES INC.

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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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## 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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