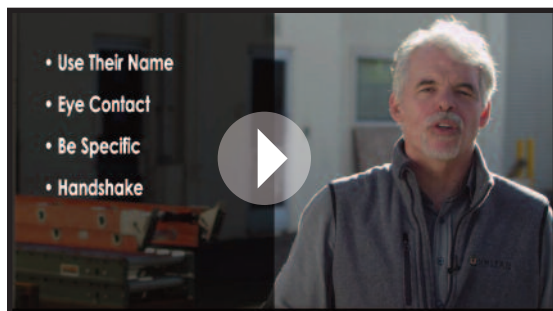




PROFESSIONAL CONSTRUCTION LEADER VIDEO SERIES

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

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.



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

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Alamo, Ca 94507
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FIRST YEAR VIDEOS

LEADERSHIP

- The Professional Field Leader Defined
- Being a Magnetic & Positive Leader
- A Leader's Success comes from Within
- The Purpose Driven Leader
- Success is Not Happiness / Happiness is Success

COMMUNICATION & ENGAGEMENT

- Having the Tough Conversation
- Full Attention Builds Respect
- Full Comprehension = Zero Rework

SAFETY

- Safety with the New Guy
- Safety Buy-In & Beliefs
- How to run a Great Safety Meeting

MOTIVATION & EMPOWERMENT

- Productivity & Time Management
- Focus on the top of the pyramid
- The Power of Trust on Performance
- Empowerment + Accountability = Results

LEARNING FROM FAILURE

- Don't Forget The People (G version available)
- Active Listening
- Proactive vs. Reactive Leadership

COACHING & MENTORING

- Mentoring Your Next-Gen Talent
- Recognizing Good Behavior (G version available)
- Advanced Practices in Delegation
- Standing Up For Integrity
- Sharing Your History & Experiences

MANAGEMENT

- Promoting Positive Change
- Client Relationships & your Key Role
- System Failures



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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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