



Construction 3.0™ Keynotes

Bold Discussions. Setting the Stage for Your Event.

10 Trade Secrets from The Art of War

Ted Garrison, CSP, is a nationally-acclaimed construction industry visionary known for his high-energy, highly informative presentations that give audiences maximum take-away value. His Construction 3.0™ Strategies offer a new future for the industry.

A civil engineer with 25 years management experience constructing 10M SF of commercial buildings, he has been a consultant, author and speaker on construction management topics since 1998.

He is **author of *Strategic Planning for Contractors*** & co-author of five books on marketing, customer service and leadership.

As **host of the internet radio program, *New Construction Strategies*** (www.NCS30.com) he conducts weekly interviews with leading industry, business & government experts.

He averages over **50 presentations a year** to national and international construction audiences and private companies.

You need to attend this program if you are

- bidding everything in sight with little result.
- forced to sacrifice your profits to get work.
- feeling like the recession has you in a vise.

If General Sun Tzu had been a modern contractor, he would have been successful. Anyone who is shocked at the comparison of *The Art of War* to construction contracting reveals he hasn't read the book. If you don't think contractors are fighting a war, what do you call a price war? Price wars have as many casualties as real wars. More important, despite the title, *The Art of War* is really about avoiding battles. Instead, Sun Tzu's major point is that an army, or in our case a business, must subdue its enemy through superior strategy. While his book may be 2,500 years old, it's still highly relevant today. This program reveals to managers and executives how his strategies will help you maximize performance by outthinking rather than outmuscling the competition in areas of leadership, management, marketing and execution.

Key takeaway points include the following:

- Secrets to improving your command of leadership
- Powerful management tactics to improve performance
- Killer marketing strategies
- Boost your ability to outthink the opposition

"Engaging speaking format and very interesting subject matter and strategies. Excellent presentation!"

— *Karen Petersen, Dir. Mktg. & Bus. Dev., BBM Structural Engineering*

To discuss how to customize a keynote to kick-start your event, contact Ted now at 800-861-0874, Speaking@TedGarrison.com or www.TedGarrison.com