



## Construction 3.0™ Consulting

*Powerful strategies to immediately impact performance*

**Ted Garrison, CSP**, is an internationally 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 of management experience** constructing 10M SF of commercial buildings, he has been a consultant, author and speaker on construction management topics since 1998.

He is the **author of *Strategic Planning for Contractors*** and coauthor 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 and government experts.

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

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## Working with Individual Contractors to Improve Profitability

### An Overview

Since 1998, Garrison Associates has been assisting contractors to improve their productivity, performance and ultimately their profitability. Our clients have consisted of contractors of all sizes. Our approach is to collaborate with our client's personnel to transfer the skills to the client. We establish clear objectives that contribute to the client's desired outcome. Our experience indicates that contractors can improve their performance and profitability by investing in both their people and their systems.

### Today's Challenges

Everyone knows we are facing challenging times in the construction industry. However, there are things you can do to improve your economic situation in today's hypercompetitive marketplace. *Are you frustrated because you are:*

- bidding everything in sight with little result?
- forced to sacrifice your profits to get work?
- feel like the recession has you in a vise?
- struggling to maintain your profitability?
- finding it difficult to get and keep qualified craftspeople and managers?
- frustrated by a lack of initiative in your managers?
- making the short list but not getting the job?
- finding it difficult to differentiate your company from the competition?
- spending too much time on problems?
- fearful of a large financial hit because of unanticipated project problems?
- unsure what direction you should take the company?

If you face any of the above challenges, you are not alone. The good news is we can help you to not only respond to those challenges but win the battle. One contractor reported that after adopting our strategies, his company is making higher profits despite less work and lower fees. Clemson Professor Dennis Bausman found contractors with a strategic plan are 35 percent more profitable. Yet many don't have a plan and wonder why they struggle. If you don't have a strategy for your company, we can help you create one that will improve your profitability.

Face it; it's a war out there. While we may not shoot at one another, price wars can be just as deadly for businesses. Sun Tzu wrote in *The Art of War*, "Those skilled in war subdue the enemy's army without fighting. Their aim must be to take all under heaven intact through strategic superiority." In essence, contractors must learn to outthink the competition instead of attempting to outmuscle them in a price war. *We can help you do that!*

## Our Philosophy

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Both our seminars and consulting are based on Construction 3.0™ strategies. This is a whole-brained approach to construction that emphasizes the importance of taking a strategic perspective to maximizing the value delivered to all stakeholders because only win-win scenarios are sustainable. The areas we specialize in are:

- Strategic planning
- Leadership development
- Value-based operations and marketing
- Risk management for both owners and contractors

Our goal is to help our clients maximize their performance by directing their talents to improving the value they deliver to both their internal and external clients. We also recognize that there is no one size that fits all. This means we work with clients to customize our programs to fit their exact needs. Equally important, we understand how difficult it is to implement change within any organization; therefore, we work with the client to develop a program that supports its employees while implementing the changes. Each program is unique. We offer the following services that allow us to customize the program to the client's situation:

- In-person seminars
- In-person evaluation and coaching sessions
- Videos targeted to a specific problem or challenge
- Webinars that allow audience participation to discuss specific challenges
- Periodic e-mails that reinforce and improve retention of key issues
- Mentoring by phone and/or Skype to discuss specific issues
- Unlimited e-mail access for clients to ask questions during the contract period

## Recommendation

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If you are facing any of these common challenges, we recommend that you contact us to discuss your specific situation. After that discussion, we will both have a better idea whether we can be of assistance to your organization. Because of the numerous formats we offer to assist you through this process, we can usually develop a program that fits your needs and your budget.

*The cost of the phone call is free, but it might be one of the best investments you ever make!*

To discuss a customized plan to meet your needs, contact Ted now at 800-861-0874, [Speaking@TedGarrison.com](mailto:Speaking@TedGarrison.com) or [www.TedGarrison.com](http://www.TedGarrison.com).