



## Construction 3.0™ Keynotes

*Bold Discussions. Setting the Stage for Your Event.*

### Why You Need To Get Out of the Construction Business

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

- struggling to maintain profitability.
- scrambling just to get work.
- having difficulty finding and keeping enough qualified craftspeople and managers.

Obviously this program is not suggesting you stop building things because that's what you do. The business you are in is what you do that provides value for your clients. This means you must define your value proposition and reframe your business around it. This is the only way you can address the series of interrelated challenges facing contractors today. However, crisis creates opportunity. Those companies that recognize and take advantage of the opportunities have a bright future. Gary Hamel and C. K. Prahalad wrote in their best-selling book *Competing for the Future*, "If a top management team cannot clearly articulate the five or six fundamental industry trends that most threaten its firm's continued success, it is not in control of the firm's destiny." This program unravels the trends that are impacting the industry, but more importantly, it introduces nine business principles, collectively called Construction 3.0™, that industry managers and executives can implement that will allow their company to not only survive but thrive in today's hypercompetitive marketplace.

#### Key takeaway points include the following:

- Improve your ability to compete in this hypercompetitive industry
- Build an organization that attracts top people and clients
- Boost profitability by removing obstacles to that goal
- Position your company as a problem-solver, not a peddler, so you never have to compete on price again.

*"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](mailto:Speaking@TedGarrison.com) or [www.TedGarrison.com](http://www.TedGarrison.com)