



Construction 3.0™ Management Programs

Powerful strategies to immediately impact performance

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.

*Program available in
90 minute, 4 hour
or 8 hour formats.*

Stop Telling Your Prospects You Are the Best Value...Prove It!

This program is for you if you are

- struggling to maintain profit margins when negotiating with clients.
- making short lists but not getting the project award.
- forced to compete for work from past clients.

While price is always a factor, successful contractors determine what is most valuable to their clients then focus on maximizing that value instead of trying to be the cheapest. Peter Drucker said that marketing and innovation were two skills at which business must excel. By *marketing* he meant market research—finding out what the client needs. Innovation takes this information and creates a better solution; in essence, better value for the client. The Construction 3.0™ strategies and principles give you the tools to improve your company's profitability by focusing on client's needs. However, offering the best value isn't enough. We live in a skeptical society. People don't trust the government; they don't trust the press; and they certainly don't trust contractors. To compete based on value, you must be able to prove your value proposition, or your prospects are likely to select the lowest price. It's essential that all construction managers and executives grasp the critical concepts in this program to effectively compete in today's hypercompetitive marketplace. Contractors that have implemented these practices have seen their profits double and even triple.

Key takeaway points include the following:

- Strategies to better understand the client's needs
- Strategies to remove waste and increase value for all stakeholders
- Strategies to increase your ability to deliver better solutions
- Methods to achieve better collaboration

Ted completely changed my way of thinking about the industry, relationships, and managing projects."

— *Jake Steele, Project Mgr., Russell Construction*

To discuss any of Ted's programs or to customize to meet your needs, contact Ted now at 800-861-0874, Speaking@TedGarrison.com, or www.TedGarrison.com