



Construction 3.0™ Project Management Programs

Fresh strategies to improve profitability

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 is available in 90 minute, 4 hour or 8 hour formats.

Boost Profitability by Defining Projects from the Client's Perspective

You need to attend this program if you are

- struggling with profit margins being squeezed.
- forced to compete for past clients' work.
- frustrated because current clients aren't referring you to their associates.

When contractors, whether GCs or subcontractors, learn to define their projects from the client's perspective instead of their own, they begin to see their profit margins increase. This doesn't mean you ignore your needs; instead it's about creating a process where you better match your capabilities to your client's highest needs, allowing you to maximize your profit margins. The typical attendee says when leaving, "This is a new way of looking at my business."

Key takeaways include the following:

- Generate a project definition that leads to greater profitability and performance
- Create a company brand that makes yours the company of choice
- Create a process that allows you to select the most profitable projects by focusing on protecting the client

"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 program for your needs, contact Ted now at 800-861-0874, Speaking@TedGarrison.com or www.TedGarrison.com