



Maximize Your Business Management Skills with Maxim Consulting

Thursday, October 8th
The Crowne Plaza
33 East 5th St., Dayton, Ohio



MRCA REGIONAL SEMINAR

Session Schedule:

7:00 a.m. Registration & Breakfast

SESSION 1:

7:30 - 9:30 a.m. Workflow Documentation and Training: Deploying Scalable Systems for Predictable Results.

SESSION 2:

9:30 - 11:30 a.m. Cracking the 'WIP': Driving Predictable Cost Projections

11:30 - 12:00 p.m. LUNCH

SESSION 3:

12:00 - 2:00 p.m. Dual Overhead Rates of Recovery: Demystifying Bid Markups

SESSION 4:

2:00 - 4:00 p.m. Value Stream Mapping

SESSION 5:

4:00 - 6:00 p.m. Performance Based Incentive Compensation



MRCA Registration

Name: _____

Company Name: _____

Company Address: _____

PH: _____ Email: _____

I would like to attend the following Sessions:

- ☐ **Session 1** (2.0 hrs.) ☐ **Session 2** (2.0 hrs.)
☐ **Session 3** (2.0 hrs.) ☐ **Session 4** (2.0 hrs.)
☐ **Session 5** (2.0 hrs.)

The cost is \$50 per person per hour for MRCA Members.

The cost is \$90 per person per hour for non-members.

Example: 3 Hrs. = \$150 for Members and \$270 for Non-Members

Member Total: _____ hours x \$50 = _____

Non-member Total: _____ hours x \$90 = _____

Register for all 5 Sessions, and receive 10% of the total!

TOTAL: _____

Please make checks payable to MRCA.

Payment can also be made via VISA, MC, AmExp, or Discover

Credit card #: _____

Expiration date: _____ Billing zip code: _____

**For hotel reservations, call the Crowne Plaza Dayton at:
937-224-0800**



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Session Descriptions:

7:00 a.m. Registration & Breakfast

SESSION 1:

7:30 - 9:30 a.m. Workflow Documentation and Training: Deploying Scalable Systems for Predictable Results.

Well defined, scalable systems and processes deployed with technology and used consistently by everyone in the company, are the foundation to minimizing risk and achieving predictable results. Many contractors know and understand this concept and many have, at some point, defined their processes. Perhaps they are sitting on a bookshelf right now and are rarely used or even referenced in order to understand the company procedures. The more a company grows the more difficult it becomes to develop and deploy these systems. Yet the need increases dramatically. We will discuss how to define standard procedures in your organization, generate buy in that will operationalize their use, and how to utilize them as a platform to build bench depth that will move the organization to the next level.

SESSION 2:

9:30 – 11:30 a.m. Cracking the 'WIP': Driving Predictable Cost Projections

Tired of project managers who do not have a clear handle on how their projects are performing financially? We find many contractors struggle with how to build a robust cost projection process that provides for consistency and predictability. Profit fade at 90% complete is no longer an option in today's credit market. Banks and bonding companies are demanding contractors develop and implement robust cost controls. And, contrary to popular belief, there is only one way to set up a cost control system that allows you to consistently understand how your projects are performing.

11:30 – 12:00 p.m. LUNCH

SESSION 3:

12:00 – 2:00 p.m. Dual Overhead Rates of Recovery: Demystifying Bid Markups

The objective of an estimating group is to produce a bid that represents cost, including overhead. We will show you how to put math behind the method of recovering overhead, so that you are recovering it correctly and accurately. We know intuitively that a high labor, low material job contains more risk, but how do we account for this? We will explore this very simple method and give you the training necessary to implement its use.

SESSION 4:

2:00 – 4:00 p.m. Value Stream Mapping

The best way to improve and enhance the value you deliver to customers is Value Stream Mapping. This requires that your organization grasp what is happening at every internal and external touch-point. It is the process by which an organization identifies the sequence of activities required to act on and deliver a customer's request. Value Stream Mapping allows organizations to visualize work systems (prefabrication, IT, financial systems, etc) and identify the gaps, overlaps and roadblocks in how customer requests/orders are completed.

SESSION 5:

4:00 – 6:00 p.m. Performance Based Incentive Compensation

84% of organizations offer some form of reward programs to employees. A well-designed compensation plan rewards both individual and group performance, is connected to the performance management system, and incentivize certain behaviors. Developing internal processes is critical to an effective incentive compensation system.

Meet Your Speaker for the Day: Stephane A. McShane

Stephane McShane is the Associate Director at Maxim Consulting Group. Stephane works with construction related firms of all sizes to evaluate business practices and assist with management challenges. With a large depth of experience working in the construction industry, Stephane is keenly aware of the business and, most specifically, operational challenges that firms face. Her areas of expertise include: Leadership development, executive coaching, organizational assessments, strategic planning, project execution, business development, productivity improvement, and training programs. Mrs. McShane is an internationally recognized speaker, mentor, author, and teacher. Her ability to motivate, inspire, and create confidence among your work groups is extremely rare and very effective.

Professional Experience

Stephane possesses the rare combination of talent from being in the field as an apprentice, electrician and foreman. She then went on to work her way through each operational chair within a successful electrical construction firm. Her ability and drive defined her to be "best in class" at each position held. This talent is what makes her tremendously effective at operational and organizational assessments today. She has successfully conquered every operational position from being an estimating trainee through executive management. She has built, trained, and led her teams to become the undisputed leaders in their markets. She is able to quickly identify organizational positives and negatives and assess appropriate action steps and throughputs.