

THE COMPANY

Whitaker/Ellis Builders, Inc.
Specialty Concrete Contractor
51-200 Employees

CASE STUDY

PROFESSIONAL CONSTRUCTION LEADER

THE TRAINING SOLUTION

Professional Construction Leader (PCL) Video Series
+ Five Minute Foreman Book & Study Guide

- Implement along with Weekly Foreman Meetings
- Training Manager to send follow up questions & insights

HOW THEY USE PCL

"The content and delivery from Mark Breslin is just what makes the PCL series work. Mark has the ability to keep the "Student" of the PCL course engaged and excited. I believe that the training has spurred a lot of other training and learning outside of the PCL videos. Starting the communication and having conversation amongst the leaders has allowed all of our leaders to glean from other leaders within our company."

Brandon Sirois
Vice President

Whitaker/Ellis uses PCL video series in conjunction with the Five Minute Foreman book and study guide. They also have implemented a bonus structure around a specified # of training hours. If they meet the hours, they get their bonus. This has helped the field leaders to see this as a great opportunity, as well as a requirement.

With the initial start up of PCL the Vice President started sending out a weekly message with his own take-aways from each PCL video and he also asked the field leaders to respond with their own feedback. This simple interaction lead to a lot of great discussion, and 100% open rate of the videos!

It has gotten to the point now that the field leaders are starting these types of conversations and open communication on their own in the field, without prompting from management.

CLIENT BEST PRACTICE

- Videos are sent along with personal message from the V.P. with his insights and take-aways from video lessons
- Implemented along with the FMF book and study guide
- New requirement for field leaders to record # of training hours that equates to their bonus

Breslin
STRATEGIES INC.