

E-Learning Program for Union Construction

#### PROGRAM DESCRIPTION

Survival of the Fittest E-Learning Program is based on one of our bestselling books, Survival of the Fittest, written for union craft workers. Over 150,000 copies have been distributed through various union apprenticeship and training programs across the US and Canada.

This program focuses on the competitive formula for unions and contractors to gain market share. To persuade owners, developers, and builders to use union construction requires buy-in from the field. A better value requires more commitment. It's up to every rank and file union member to "put the walk behind the talk" by making union construction safer, smarter, better, and more professional.

#### **KEY TAKEAWAYS**

- How the Contractor, Union, and Workers all need and count on each other.
- Why safety, productivity, and quality really matter.
- What elite performers and teams do differently on and off the job site
- Examine quality, excellence, and the value of Union Construction
- Importance of work ethic, commitment, and attitude
- How to bring a Growth Mindset to the job site and life, in general

#### **TARGET AUDIENCE**

**All Apprentices & Journeymen** 

#### **FORMAT**

This program is delivered in video-based interactive and dynamic e-learning modules. Fifteen modules are instructional content and one module is a comprehensive test.

Available online or directly on your LMS.

#### CHANGING ATTITUDES AND BEHAVIORS

The final module concludes with a test of knowledge and attitude change" which consists of 35 questions that requires a 70% accuracy rate. The pass-fail can be adjusted to whatever rate is preferred but it is set at 70% currently. A certificate of completion is generated at this point if your LMS is enabled to do so.

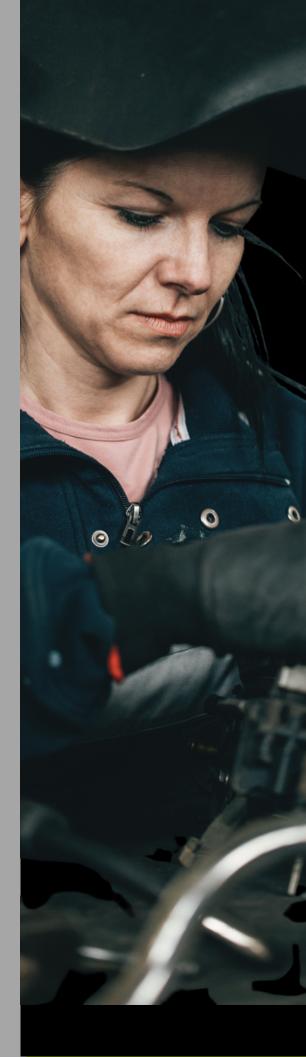


**E-Learning Program** 

#### **CONTENT & LESSON MODULE SUMMARY**

E-learning program for apprentices & journeymen of 16 interactive, self-paced modules of approximately 30 minutes each as follows:

- I. Introduction to Survival of the Fittest & The Investment in You
- 2. The Change Challenge: The Market, Market Share, the Jobsite, and You
- 3. The Change Partners of Union Construction: Union, Contractors & the Union Membership
- 4. Competition and Elite Individual Performance (Featuring
- J. Havlik Captain USN SEALS)
- 5. Elite Team Performance (SEAL: See Above)
- 6. Responsibility, Integrity, and Accountability on the Job
- 7. The Union Brand, Business, and Promise
- 8. Work Ethic & The Jobsite: 6 Commitments for Taking Action
- 9. A Growth Mindset: for Work and Life Success
- 10. Diversity & Inclusion (Featuring Lt. Gen. R. Bailey 4 Star, USMC)
- 11. For and About Apprentices
- 12. Apprentice Mentoring & Your Legacy
- 13. Jobsite Leadership
- 14. Leader, Manager, Foreman, Professional
- 15. Program Learning, Summary and Review
- 16. Summary, Knowledge Check & Program Completion Test

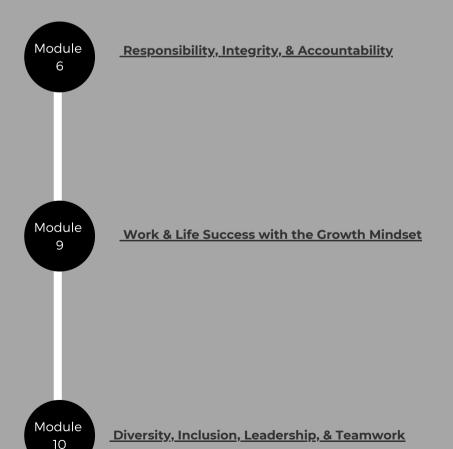


E-Learning Program: See How It Works



PREVIEW MODULE SAMPLES AND TEST COURSE.
EXPERIENCE IT YOURSELF FROM THE APPRENTICE 'S
POINT OF VIEW

Module samples are below. Use this password 123





E-Learning Program

### **CUSTOM OPTIONS**

- Custom introductory video for your organization's members & students
- Over 50 trade specific images: Yours or We Can Add
- High-resolution company logo
- A recorded and edited Module 11: Women in the Trades for specified craft
- The pass-fail comprehension test can be adjusted to the preferred rate
- Time for customization with photos and logos in hand: one to two weeks
- 2 hrs Consultation with our Learning Management
  Systems expert for implementation, loading, and testing

### **THE STAGES**





E-Learning Program Benefits



**PRE-BUILT LEARNING COURSES** 



**ONLINE TRAINING DELIVERY** 



**REAL TIME TRACKING OF TRAINING RESULTS** 



SAVE TIME



**REDUCE TRAINING COSTS** 



**INCREASE FIELD LEADERSHIP ENGAGEMENT, PRODUCTIVITY & PROFITS** 



# APPRENTICE/JOURNEYMEN PATH TO UNION PROFESSIONAL

# RECEIVES TRAINING ANY TIME ANYWHERE

Creates own time table according to availability





# FOCUSES ON LEARNING

Short courses and final assessment keeps him/her alert



# GETS MOTIVATED & PASSIONATE ABOUT PROFESSIONAL GROWTH

Learns Survival of the Fittest



Applies learning on the job site

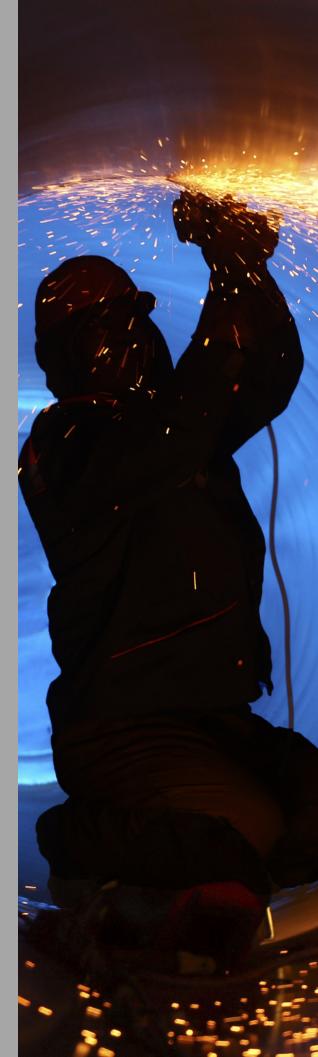




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#### **COMMON QUESTIONS**

- Q: Will these courses work with my Learning
   Management System (LMS)?
   A: Yes, no matter what Learning Management System
   (LMS) you are using, these courses will work with it.
- Q: Will the courses be formatted to be compatible with my specific Learning Management System (LMS)?
   A: The courses can be published in any format:
  - SCORM 1.2
  - SCORM 2004 1st Edition
  - SCORM 2004 2nd Edition
  - SCORM 2004 3rd Edition
  - SCORM 2004 4th Edition
  - AICC
  - XAPI
  - CMI5
- Q: Do I need a managed Learning Management System (LMS)?
- A: No, the courses are available online or directly on your LMS system.
- Q: Can I have the courses branded?
- A: Yes, all courses can be branded with your logo and photos.
- Q: I have a regulatory auditing body that requires the courses to be a specific length of time. Can these courses meet these requirements?
- A: Yes, the courses can be set to ensure they are in compliance.
- Q: Are these courses compatible with mobile phones and tablets?
- A: Yes, all courses are built with a 'responsive design' to ensure that they provide the most optimal experience regardless of which device the courses are taken on.
- Q: Can the courses be tracked online or on my Learning Management System (LMS) so that it records every individual who has completed each module?
- A: Yes, your Training Administrator or Learning Management System (LMS) Administrator will be able to export reports on everyone who has completed each module.



**E-Learning Program** 

# MEET THE AUTHOR, SPEAKER AND MENTOR OF SURVIVAL OF THE FITTEST

Mark Breslin is a 4th generation construction professional. As an author, speaker, CEO, and influencer at the highest levels of business in North America, he has spent decades working to change the culture of the construction industry. As a toprated motivational speaker, he has spoken live to more than 350,000 people. His five bestselling books have sold hundreds of thousands of copies and have improved leadership, accountability, profitability, innovation, and engagement for construction organizations and individuals. Influencing groups from 50 to 5,000 at a time. Mark drives home the lessons needed for positive change that create profound results in the workplace.

#### **MEET THE CORE TEAM**



Mark Breslin CEO



Jackie Dixon
Director of Client Services



Jamie Ainsworth Client Support Manager



Jessica Riggle Client Relationship Manager





E-Learning Program for Performance, Work Ethic & Accountability

# PREPARED BY JACKIE DIXON

DIRECTOR OF CLIENT SERVICES JDIXON@BRESLIN.BIZ 1.510.329.6499

