



Professional Construction Leader

Video Titles & Description

PCL Video Titles & Description

Cultivate high-performing leaders with these powerful videos filled with best practices, time-tested principles, real-life stories, and examples that transform field leaders from good to extraordinary.



OWNING YOUR TITLE

Explore the distinction between blue-collar and professional leadership, emphasizing the critical skills and traits that impact job site productivity, effort, and results.



PRO LEADER IMAGE

This video highlights the importance of projecting a professional image in the field, as it can impact your reputation and affect the trust and respect of stakeholders.



SAFETY WITH THE NEW WORKER

Focus on the importance of providing extra guidance and support to new hires to ensure job site safety.



MAKING CONSEQUENCES REAL

Illustrate the gravity of safety risks on the job site and how neglecting safety precautions can lead to severe and devastating consequences for workers and their families.



THE COST OF RE-WORK

This video highlights the costs of re-work, including time loss, impact on productivity, and company reputation, and emphasizes the importance of communicating these to the crew for optimal effort.



SYSTEM FAILURES

This lesson is about systemic fixes. In this way, we focus not on the people but the system, ensuring that the infrastructure that serves them makes them successful and capable of handling more responsibility.



SETTING CLEAR EXPECTATIONS

Boost project success through clear employee accountability expectations. Leaders must reinforce expectations consistently.



ORGANIZING FOR EFFECTIVENESS

Organization and focus are crucial for success at a construction site. Learn how it improves performance effortlessly.



LISTENING FOR RESULTS

This video talks about active listening and using listening rather than telling to get more done on the job site with less conflict, more cooperation, and better buy-in.



DESERVED THANKS

This video explores the impact of gratitude in the workplace. Expressing gratitude to employees can boost motivation and foster a sense of teamwork.



HOW TO APOLOGIZE WHEN YOU'RE WRONG

Show humility and express regret as a leader, primarily when mistakes affect others. By doing so, you can lead by example and create a positive, supportive work environment.



SHOWING PERSONAL INTEREST

Showing personal interest in employees and valuing them leads to improved performance and well-being. Create a connection with employees to make them feel valued and motivated.



COMMUNICATING WITH THE INSPECTOR

This video covers effective communication with inspectors, engineers, and other third parties on job sites. Good communication skills are crucial for field leaders to successfully sell their ideas and jobs.



PRESENTING AN IDEA

Increase success and satisfaction by unlocking the power of innovation through fresh ideas and perspectives in work processes. Master the art of communicating these ideas to stakeholders on the job site.



BUILDING CONFIDENCE

Boost employee confidence for improved productivity. Confident employees lead to better outcomes.



POSITIVE REINFORCEMENT

Understand the power of positive reinforcement for employee motivation and performance. Overcome obstacles to utilizing this tool effectively.



IMPROVING PERFORMANCE

Coaching and disciplining employees to improve performance is key for construction leaders. This session teaches leaders how to provide effective feedback for maximum employee growth and better outcomes.



FIRING UP YOUR CREW

Maximize short-term effort for project progress. Inspire crew commitment through effective communication and reinforcement to achieve peak performance.



SOLICITING QUALITY IDEAS

Encourage innovation by soliciting great ideas from those around you. Ask questions and invite suggestions to make the job better, faster, smarter, and safer without feeling weak or giving up power.



EMPOWERING YOUR EMPLOYEES

Share decision-making with employees for better outcomes. Empowerment can lead to team loyalty, belief, and commitment. This video teaches how to create a team environment through shared decision-making.



TAKING THE TIME TO TEACH

This video emphasizes the importance of taking time to teach and develop new skills for employees, despite the production pressures of a job site. Investing in employee growth leads to success and a more productive workforce.



LOCKING IN EMPLOYEE COMPREHENSION

Effective communication is key in construction, and this session focuses on the difference between listening and comprehending. Field leaders must ensure their employees fully understand instructions, training, and direction to eliminate rework and misunderstandings.



EFFECTIVELY DISCIPLINING AN EMPLOYEE

Discipline is necessary for accountability but can be difficult for field leaders. This session provides practical, non-emotional guidance for discipline in the workplace, including essential dos and don'ts.



EFFECTIVELY COUNSELING AN EMPLOYEE

This video helps construction leaders handle the challenge of balancing the roles of counselor, friend, and mentor to their employees. It covers the practical and effective ways to respond to their employees' issues to keep the crew together and productive and maintain job-site stability.



PRODUCTION GOALS THAT WORK

Clear goals are crucial for effective project management. This session teaches field leaders the importance of setting goals to track success and boost crew confidence and belief in the project.



IDENTIFYING QUALITIES OF TEAM PERFORMANCE

Enhance team performance by understanding the dynamics of crew interactions and addressing challenges productively. This session teaches field leaders how to facilitate, not just direct, their team for successful job outcomes.



PROMOTING POSITIVE CHANGE

Break away from old-school methods and embrace positive change in the workplace. This session provides leaders with tools to drive innovation and improve team performance.



RESOLVING CONFLICTS FOR BETTER TEAMWORK

This session teaches field leaders how to handle conflicts on the job site, offering practical and easy-to-implement conflict resolution strategies.



SHARING YOUR HISTORY & EXPERIENCES

This session teaches field leaders about effective knowledge transfer through sharing personal experiences and insights to help their team members grow and succeed.



COACHING THE APPRENTICE

Coaching apprentices and new hires are crucial for their success, but it can be challenging for field leaders to find the time and patience to do so. This session highlights the importance and shows the method of coaching effectively and professionally.



MENTORING YOUR NEXT-GEN TALENT

Millennials entering the workforce need mentoring to reach their full potential and create positive work environments. Mentoring is a tradition that should be continued to support the next generation of workers and foster growth in the workplace.



WE BUILD PEOPLE, NOT PROJECTS

The role of field leaders has changed from being skilled tradespeople to people builders, responsible for developing the individuals who will do the work. This session provides a persuasive approach to help field leaders embrace this shift and focus on the human side of their business.



FINDING YOUR REPLACEMENT

Field leaders need to find someone to take their place to move up. This session demonstrates that emerging leaders are not a competition but the foundation for the field leader's career and the company's growth and success.



ASK, DON'T TELL

This coaching session highlights the use of questions as a crucial leadership tool. Asking questions to facilitate buy-in, ideas, and decisions, instead of just giving directives, can lead to a more engaged and productive team. This approach is often overlooked in the field.



THE HUB

This lesson addresses the challenge of field leaders needing to be more relaxed by multiple requests without consideration of priority. There needs to be more delegation to overcome this, and employees should handle issues independently.



DON'T PLAY FAVORITES

This lesson stresses treating all crew members equally and impartially, regardless of personal relationships. Field leaders must demonstrate fairness, honesty, and integrity to create a positive work environment.



REAL SUCCESS FOR THE PROFESSIONAL CONSTRUCTION LEADER

This video defines success beyond material rewards in the construction industry and provides a clear definition of success for highly effective and successful construction leaders. T



ENGAGEMENT

This lesson focuses on the importance of true engagement in the workplace, where leaders make their team feel valued, cared for, and essential. An engaged workforce can significantly impact productivity, loyalty, and buy-in, benefiting both the leader and the employer.



HAVING THE TOUGH CONVERSATION

Effective leadership involves handling difficult conversations. This session provides tools for field leaders to have productive discussions about performance problems, issues, personality conflicts, etc. Tough conversations are necessary for clearing obstacles to completing tasks.



RECOGNIZING GOOD BEHAVIOR

Positive reinforcement is a powerful motivator but needs more utilized in field operations, leading to decreased productivity, safety, loyalty, and buy-in. This session provides easy methods to incorporate positive reinforcement into daily job site discussions.



SETTING HIGH EXPECTATIONS

Setting expectations in advance improves employee performance. A construction leader must set safety, quality, and performance expectations and reinforce them regularly to drive behavior change.



THE POWER OF LISTENING

Listening is a valuable but underused skill in leadership. Although leaders are good at directing, listening is just as important and helps field leaders succeed, even though it may be challenging to start.



DON'T COMPROMISE ON ATTITUDES & BEHAVIORS

This lesson addresses the issue of field leaders having skilled individuals with attitude or behavior problems. The session provides tools for field leaders to manage these attitudes and behaviors, promoting a positive shared value system and respect for coworkers.



HEAD & HEART, NOT HANDS

Effective leadership involves influencing people logically and emotionally, driving behavior more than skill training. This program teaches leaders how to influence emotions and thoughts for better outcomes. Good leadership starts with the head and heart.



INFLUENCE VS. AUTHORITY

Leading by authority or influence is prevalent in the construction and utility industries. The impact on employee performance is significant, and this coaching session promotes using influence instead of relying on the traditional authority-based model.



APPRENTICE SUCCESS

A new generation of workers, including apprentices and entry-level people, is entering the industry and needs support and guidance. Leaders must set an example and be committed to their success, as their words, actions, and deeds have a significant impact.



SAFETY BUY-IN & BELIEFS

Safety is about the employees' buy-in and belief systems, not just rules and policies. Leaders need to foster this mindset in every employee for all issues. Buy-in and commitment to the company, team, and each other are crucial for success and safety in the field.



LEADERSHIP & POSITIVE HUMAN IMPACT

Leaders play a crucial role in creating a positive work environment and ensuring employee happiness and success. Leaders can motivate and engage their employees by prioritizing people over work, schedule, and clients, fostering a solid commitment to the company and job.



THE PROFESSIONAL FIELD LEADER DEFINED

Field leaders need to embrace their role as professionals and interact professionally with their crews, other contractors, owners, representatives, and OSHA. This session helps them understand and adopt professionalism.



ELEVATED LEADERSHIP

It focuses on elevated leadership, where a leader understands their impact on others' performance and supports growth and development through mentoring, coaching, and belief. It is a crucial component of field leadership.



HOW TO RUN A GREAT SAFETY MEETING

This session helps field leaders make their safety meetings more engaging and effective by providing tips on how to add humor, interaction, and enthusiasm to the meetings. The goal is to increase participation, buy-in, and comprehension while still maintaining the serious business of safety at the job site.



PRODUCTIVITY & TIME MANAGEMENT

This session explores the connection between productivity and time management and how to maximize productivity through effective time management strategies. It covers assigning tasks to the right people at the right time and the importance of more than just task management in today's complex job sites.



LEADING BY EXAMPLE

Emphasizes the importance of leading by example in influencing positive behavior. Field leaders must be consistent, focused, and committed to leading by example at all times, without compromise, to inspire their team to follow suit.



ADVANCED PRACTICES IN DELEGATION

Effective delegation is key to maximizing productivity. Field leaders often do tasks themselves, causing enabling or dependency issues among employees. This program offers tools to delegate effectively and efficiently, maintaining project schedules and quality.

 **BEING A MAGNETIC & POSITIVE LEADER**

Despite the challenges and stress of a field leadership role, leaders need to maintain a positive and energetic demeanor. This session encourages leaders to adopt a leadership style focused on positivity and connection rather than the traditional tough guy approach.

 **CLIENT RELATIONS & YOUR KEY ROLE**


Clients want a commitment to their interests and success, and field leaders play a critical role in representing the company and achieving this. Client relations, marketing, and job selling are all part of their role, even though it may not be typical for someone in a hard hat.

 **LEADERSHIP & THE GROWTH MINDSET**

Explore how a growth mindset can positively impact leadership, belief in oneself and others, and ultimately drive success and productivity in the field.

 **FOCUS ON THE TOP OF THE PYRAMID**

Field leaders can maximize their impact and results by defining their skills and inspiring their teams to do the same.

 **SUCCESS IS NOT HAPPINESS.
HAPPINESS IS SUCCESS.**

All employees want success and financial stability, but a good leader knows that happiness is key to fulfilling their team both on and off the job. This lesson highlights the importance of happiness in the workplace.

 **FULL ATTENTION BUILDS RESPECT**

Field leaders are skilled at giving direction and motivation, but listening is a crucial aspect that is often overlooked. It's easy to become impatient and distracted during conversations, but leaders must stay focused and engaged to demonstrate that what is being said is important to them.



A LEADER'S SUCCESS COMES FROM WITHIN

Field leaders must lead by example and take responsibility for positively influencing their teams' lives. This session teaches the importance of personal control and the power to shape one's life and success.



THE POWER OF TRUST ON PERFORMANCE

Trust is one of the most underestimated & powerful means a field leader can use to connect with their team. This lesson focuses on how field leaders can cultivate a genuine relationship of trust between themselves and their employees to make for a more efficient job site.



STANDING UP FOR INTEGRITY

Field leaders must lead with integrity, even in tough times, and set a high standard for themselves and their teams.



HOW TO MAKE GREAT DECISIONS WITH YOUR TIME

In this lesson, field leaders learn how to manage time effectively to make better decisions on the job site. They will learn how to prioritize tasks, delegate effectively, and use their time efficiently for improved job site performance.



THE PURPOSE DRIVEN LEADER

Field leaders can motivate their teams to perform at their best by highlighting the purpose of their tasks and their impact on the job's success. This requires a clear understanding of the bigger picture and instilling a sense of purpose, which is the responsibility of the field leader.



FULL COMPREHENSION = ZERO REWORK

Field leaders must ensure clear communication and understanding when delegating tasks. Miscommunication and mixed messages lead to rework, which is more expensive than doing the job correctly the first time.



EMPOWERMENT + ACCOUNTABILITY = RESULTS

Field leaders can enhance their leadership skills by empowering their teams rather than just assigning tasks. Empowerment can help crew members develop confidence and take the initiative.



BEING RIGHT VS. GETTING WHAT YOU WANT

Feeding your ego as a leader and being right all the time only benefits you. This video discusses the importance of finding solutions that get the project what is needed - regardless of who is right.



JUDGING OTHERS

Leaders will understand how preconceptions can keep everyone from reaching their potential. To obtain top performance, approach team members, vendors, and others with an open mind.



MANAGING ATTITUDES & BAD INFLUENCERS

This video discusses how negative mindsets can impact the entire job site and crew and what responsibility leaders have to correct bad influencers.



MISTREATMENT OF APPRENTICES

The industry relies on the training and success of those on the bottom of the totem pole - apprentices. Leaders must break out of the old-school mindset that mistreatment is the norm and ensure the apprentices reach their potential.



SEXUAL HARASSMENT

This video covers the difficult subject of harassment on the job and how leaders can confront the issue and the individuals responsible for the destructive behavior. Follow the tips to keep your crew safe and lead the way for a more productive job site.



THE QUIET SECRET: ADDICTION ON THE JOB

Another guide through a difficult topic and an overview of this issue on a modern work site. Leaders are asked to confront this issue to improve the health and productivity of their crew, but this is rarely easy.



WHEN TO SAY NO, YES, OR GIVE ME A MINUTE

In this video, leaders are reminded of the power they have in their responses and when each is appropriate when guiding the team. Choosing the easiest option isn't always the best option. There is still authority in finding balance in how you respond to your crew.



LEADING FOR PRODUCTIVITY IN CHALLENGING MARKETS

This session focuses on how field leaders can navigate the challenges brought by market fluctuations, drawing on lessons learned from the previous decade. The aim is to help leaders understand how to deal with slow times and identify the strengths and weaknesses of their team through their performance.



FINANCIAL MANAGEMENT WHEN IT MATTERS MOST

This lesson dives into the financial challenges leaders face in an ever-changing market and provides practical steps to manage finances successfully.



USING CORE VALUES TO MAKE DECISIONS

Learning to make good decisions consistently is the primary responsibility of all leaders. This lesson discusses using core values to help leaders make tough decisions with integrity.



NEXT-GEN FIELD LEADERSHIP: A NEW WAY FORWARD

There is a bright future ahead for our industry - including a new generation of workers and leaders in the field. Fresh ideas and new approaches to old challenges will help transform the industry from the old-school mindset.

LEARNING FROM FAILURE VIDEO SERIES

The Learning from Failure Video Series is a collection of seven lessons designed to help field leaders improve their leadership skills and performance on the job site. Each lesson focuses on a different aspect of leadership, from building meaningful relationships with your crew to prioritizing tasks and anticipating future needs.



LEARNING FROM FAILURE: DON'T FORGET THE PEOPLE

Field leaders must balance accessibility with bottom-line focus. This lesson teaches how to build strong relationships with the crew for improved productivity.



LEARNING FROM FAILURE: LISTENING

Tips for enhancing listening skills through consistent practice, including consideration of demeanor, body language, and perceived engagement and interest.



LEARNING FROM FAILURE: PROACTIVE VS. REACTIVE LEADERSHIP

This lesson teaches field leaders how to plan, keep a big-picture perspective, and anticipate future job needs. The goal is to help leaders focus on preventing problems rather than constantly putting out fires.



LEARNING FROM FAILURE: EMOTIONAL REGULATION

Field leadership requires an accurate assessment of priorities every day. Recognizing the tasks that are not a '9' on the urgency scale will help leaders maintain focus where needed. The same practice can be used at home.

LEARNING FROM FAILURE VIDEO SERIES

LEARNING FROM FAILURE: GRATITUDE IS A SUPERPOWER

Two words can have a significant impact on individuals and teams. Practicing gratitude is necessary to lead successfully and foster healthy relationships at home and on the job site.

LEARNING FROM FAILURE: TALENT RETENTION

When quality employees are identified, it is your responsibility as a leader to ensure they stick around. The Great Resignation is real, and making your employees feel valued will help retention in our industry.

LEARNING FROM FAILURE: MENTAL & PHYSICAL HEALTH

Learn to prioritize your health as a leader. This session covers how to identify your limits, make adjustments, and communicate boundaries to maintain physical and mental well-being.

MENTAL HEALTH INTRODUCTION

Welcome to a much-needed training topic. This series intro will provide insight into ways to approach mental health in the field and why it is so important not to neglect field teams' mental and emotional wellbeing.

MENTORING VIDEO SERIES

The Mentoring Video Series is a collection of four lessons designed to help you build meaningful mentor/mentee relationships that align with your personal and professional goals. From soft skills to impactful leadership traits, this series covers essential aspects of effective mentorship that can help you and your team achieve success.



MENTORING INTRODUCTION

This introductory series will delve into the significance of mentorship in the construction and utility industries.

Mentors play a crucial role in advancing the industry and fostering growth by offering time, dedication, and guidance.



MENTORING : 3 QUALITIES OF A GREAT MENTOR

There are many ways to be an impactful leader on the job site, but the top 3 traits of a great mentor focus more on the soft skills that may be found less often in our industry.



MENTORING: FAIRNESS & INCLUSION

As a mentor, your impactful leadership can help bring success to every team member. Your example can positively influence the crew and create a difference in the industry.



MENTORING: HOW TO BE A GREAT MENTOR

This video explores the importance of mentorship in our industry and outlines the crucial steps to becoming an effective mentor. By leveraging your experience and knowledge, you can positively influence and guide a mentee.



MENTORING: HOW TO FIND A MENTOR

Finding a mentor is a proactive effort, and it is within your control to seek out someone you would like to learn from. Identify the qualities you want to cultivate in yourself, then take the next step and ask for guidance from a mentor who embodies those traits.

CREW TALK VIDEO SERIES

Crew Talk were created to initiate Discussions that Matter. As the crew leader, it is your responsibility to help your team get the most from these discussions and encourage everyone to take the lessons back onto the job site. Although each video provides a discussion starter for your group to use, we've provided some follow-up questions to help your crew dig deeper to find meaningful material that can be used to improve their performance and their relationships at work and in life.

Each video will provide the discussion starter and a time to pause the content to review the main point and the follow-up questions. Make sure each crew member has a chance to respond to the conversations and supplemental prompts. Encourage discussion amongst the team. Have a dialogue about each topic and then find ways to bring it back to your job site and help the crew find applicable lessons for work and home. After you've wrapped up your team discussion, restart the video, and Mark will provide a debrief of the topics.



CREW TALK:

GETTING NEW IDEAS OUT

Field Leaders might write the playbook, but all crew members can contribute to the best practices on the job site. Learn how to extract those ideas and encourage input from each team member.



CREW TALK:

INCLUSION & BELONGING

The crew may be called a "team," but does everyone feel like they belong, or are there "outsiders"? Discuss the crew dynamic and how to improve every member's sense of belonging and inclusion.



CREW TALK:

IS EVERYONE A LEADER?

Regardless of title, does everyone have the capacity to lead in the field? Share within the crew what makes an individual capable of leading and how each person can use their influence to benefit the job site.



CREW TALK:

LESSONS LEARNED

Teams consist of diverse individuals with a wide range of experiences in the field and industry. A crew owes it to their teammates to share lessons that could improve the work experience of all.

CREW TALK VIDEO SERIES



CREW TALK: MENTOR'S ADVICE

Having a mentor can be life-changing – it only takes one piece of advice to change a person's trajectory. Teams can learn from the guidance shared by each of their mentors. What nuggets of knowledge most shaped the members of your crew?



CREW TALK: PRIDE IN WORK

Each crew member will display pride in their work in different ways. Discuss what that may look like amongst the team so everyone can identify it when they see it on the job site.



CREW TALKS: SAFETY FAILS

In the construction industry, there is no shortage of safety-fail stories. The crew can learn from each other's experiences to not duplicate dangerous job-site activities and to change bad habits before bad things happen.



CREW TALKS: THE NEW PERSON ON THE SITE

Each crew member has had their time as the new person in the field. As a team, share some actions that can be taken to help new folks feel welcome and supported in their roles.



CREW TALK: THOUGHTFUL CRAFTPERSON

Crew members are valued for their physical input, but their mental contributions are just as important. Discuss how the crew can support one another to function as effectively as possible on the job site – using head and hands.



CREW TALK: TOP QUALITIES OF A GREAT TEAM

A successful team has many important qualities. The dynamic of each crew has a specific set of qualities that support its success. Share the qualities that contribute to the greatness of a crew.



CREW TALK: WAYS TO MOTIVATE

Crews can lift each other in a variety of ways. In the construction industry, compelling motivation may not be as common as it should be. Share some examples of how to encourage crew members.