


Learning at a Different Level

A spec book for success

1. Professionalism
2. Respect
3. Humor
4. Flexibility
5. Creativity
6. "Selling" Perception
7. Understanding the Audience
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13. Tight working relationship with the San Diego AGC Apprenticeship
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Professionalism

- Be Prepared
 - Never "just show up"
 - Have the room set up
- Use handouts
 - For virtually everything presented from the front of the room
 - Don't have to go overboard on quality of handouts
 - We encourage electronic delivery for our long term programs like Project Management (26 sessions)
- Never let the facility or the size of the group influence your professionalism
- Always arrive with too much good stuff

Respect

- Begin on time
- Make two assumptions
 - participants know everything
 - participants know nothing
- Set ground rules at the beginning of every program
 - Grant permission to enjoy
 - I will facilitate respectful dialog
 - encourage questions / comments / sharing of experiences
- Finish on time
- Use no "colorful" language
- Find out what participants need / want to learn

Humor

- There is plenty to laugh at and with in our industry
- Develop the ability to laugh at yourself
- Use “token props” to press a point and get a laugh
 - “study comedians”
 - watch for what makes people laugh (besides vulgarity)

Flexibility

- Two levels of flexibility:
 - Program Development
 - Be willing to develop around any topic
 - Be able to move into multi-session programs with the topic
 - Presentation
 - Be able to go with the flow of the audience
 - discovering their experience level
 - discovering the desired outcomes from their perspective

Creativity

- Try anything
 - 1st : Sell the program
 - 2nd : Develop the program
 - 3rd : Produce and present the program
 - the first offering rarely meets our own expectations but almost always exceeds those of the program participants

“Selling” Perception

- **These things I know:**
 - We can't force them to learn
 - We can't make them take-away anything
 - We can only present materials in a manner from which they perceive value for the dollars and time spent.
 - I have a stated promise: "I will not waste your time"
- We traffic in perceived value
 - most participants perceive more value from our programs than we could have designed into development
 - 80% rank program and instructor 8, 9 or 10

Understanding the audience

- Develop for a target audience
- Set program expectations to mirror those of the target audience
- State those expectations as bullet points in advertising pieces to clearly demonstrate our understanding of the topic and the challenges of the audience

Evolving Program Development

- “On-the-fly” – Always searching for what works – Don't always have to “wait till next year's catalog”
 - No BS policy
 - Take Ownership of collective experience
- Develop programs that naturally feed the next
 - Example: Blueprint Reading → Project Engineering → Project Management
- Always ask:
 - Can we make this session a stand alone session?
 - Can we morph this topic into a series?

Sharpening my skills

- I just need to get better all the time
 - learn more
 - deliver better
 - engage participants at deeper levels

Working with the local chapter

- I am a proud member and representative of the AGC San Diego Chapter
- Education Committee
- Provide financial sponsorship for Chapter programs
- Listen to the needs of the membership as understood by the local Chapter

Getting paid

- This is how I earn a living
 - I get paid for 99.99999% of everything I do
- Engaging local industry pros and Affiliate Members in the process – (Subject matter experts)
 - Make liberal use of attorneys, PMs, CMs, Consultants, Estimators, Administrators, etc
 - I pay a stipend to many of the people brought in to supplement training

Technology

- State of the art
 - Smart board / Doc Cam / Audio / Sound / etc
- But . . . Technology is not the most important element
 - Knowledge base
 - Experience
 - Ability to present
 - Passion for the subject or for presenting

Tight working relationship with the San Diego AGC Apprenticeship

- Shared use of training facilities
- Exploring ways to merge stand-alone seminars and workshops with the Apprenticeship's Journeyman upgrade requirements

Using a Facilitation Model

- I facilitate many programs for which I am not the subject matter expert
 - The Chapter's desired outcome using this approach:
 - Consistency
 - Quality
 - "Control"
 - Branding

Learning at a Different Level

- Not necessarily:
 - a Higher Level
 - a Greater Level
 - a Better Level
- **Just a *DIFFERENT* level**
 - And . . . many times it ends up being better ☺
 - But still . . . I'll always be going for BEST!

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