



# **AGC of Wisconsin**

## **Communication & Presentation Skills**

### **Bootcamps for Contractors**

#### **SPRING 2016**

**In today's competitive environment, every construction professional in the field or in the office needs effective communication tools. AGC of Wisconsin is proud to offer a two-part bootcamp program, designed for the construction industry, that prepares participants to communicate more effectively and deliver impactful presentations.**

**BOOTCAMP 1: Words that Work – Communication Skills**

**February 17-18, 2016**

***Class limited to 20 registrants!***

Interactive two-day bootcamp prepares participants to listen, speak, and write better in their real-world work environment.

**BOOTCAMP 2: Winning in Your Own Words – Presentation Skills**

**March 23-24, 2016**

***Class limited to 12 registrants!***

Interactive two-day bootcamp teaches the basics of how to identify clients' "hidden wants", organize the winning presentation, and deliver a true, straightforward message without memorizing a script.

**Class will run from 8:00 am until 5:00 pm**

**Location: The AGC of Wisconsin Office (upstairs training room)  
4814 E. Broadway, Madison, WI 53716**

**Registration Fee: Includes materials, breakfast and lunch.**



**Workshop Presenter: Janet Sanders, Clayton Consulting Group**

*As a former University professor of Communication and Corporate VP-Business Planning & Marketing for an ENR Top 10 firm, Janet helps individuals and organizations get what they want through better communication. Her clients include over 250 professional services firms and a host of Fortune 500 corporations. She helps firms establish their brand, integrate marketing and sales functions with their strategic goals, and win profitable work. On business development and/or competitive presentations for contracts totaling over \$36 billion, her win rate tops 70%. She is a Fellow of the Society for Marketing Professional Services.*

# Words that Work

Communication Skills

February 17-18, 2016

This interactive two-day bootcamp targeted specifically to the construction industry, prepares participants to listen, speak and write better in their real-world work environment.

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Listening - the first skill learned, the last skill taught

- Listening techniques
- Listening to the other person, not your own commentary
- Listening for facts and for the big picture

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Nonverbal messages: Listening with your eyes

"Attack of the killer words" -- common phrases that can hinder understanding and harm relationships

Making meetings work

- 1-minute (or less) messages
- Balancing participation for impact
- 5 phrases to have ready for common meeting problems
- Meeting follow-up, the key to success

Working the room, and other "business/social" skills

- Small talk - why it matters and how to make it
- How to "mix and mingle" for fun and profit
- The rules for dining in public with people you're not related to

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Basics of clear writing (reports, letters, emails, notes)

- Identify your goal: information, change and/or action
- Write simple sentences, "First person, active voice, present tense" whenever possible
- Resources to check your fundamentals
- Thank you notes

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Talk that works

- Basics of interpersonal communication
- Giving information and/or instructions

Communicating in difficult situations (situations are difficult, not people)

- Giving negative feedback or bad news
- Receiving -- and handling -- negative feedback
- Preventing escalation to conflict

# Winning in Your Own Words

Presentation Skills

March 23-24, 2016

Contractor selection for construction projects often requires a competitive presentation as the final step. Selling "our people, our PM, our experience, our knowledge of your area..." is what every team attempts to do. How can the presentation help the client decide "why you and not the other guys"? You must demonstrate how you will deliver the client's requirements.

This interactive two-day bootcamp teaches the basics of how, when and from whom to identify clients' "hidden wants" not included in the RFP and/or Scope of Work; how to organize the winning "why us and not them" presentation that will gain and keep attention, be credible and memorable. You will learn to deliver that true, straightforward message without memorizing a script or trying to be an actor.

**DAY ONE**  
Strategy: of all the things you could say, what should you say to win the work

- The answer to "why us and not the other guys"
- Where, when and how to find that answer
- How to integrate that answer into what the client asks to hear in the presentation

There aren't many differences that matter among firms who can do the work

- How to identify and/or create your firm's unique differentiator for each project
- How to develop stories about experience and past projects that show your differentiator and prove "why us..."

Structure: how to build a presentation outline that's interesting, involving and *winning*

- How to create visuals that support the strategy
- How to organize multiple speakers so they're clearly a team working together for the client during the presentation itself
- How to turn Q&A into part of your presentation

**DAY TWO**  
Delivery Style: *Being* yourself at your best instead of being an actor -- maximizing nonverbal communication while minimizing nerves

How to deliver your presentation message without notes, reading from visuals or memorization

Mastery: Putting the skills to work: practice that proves you've mastered Strategy, Structure and Style

# REGISTRATION FORM

**Words That Work: *Communication Bootcamp for Contractors***

**DATES:** Wednesday, February 17<sup>th</sup> & Thursday, February 18<sup>th</sup>, 2016  
**LOCATION:** The AGC of Wisconsin Office (upstairs training room)  
4814 E. Broadway, Madison, WI 53716

**Winning in Your Own Words: *Presentation Bootcamp for Contractors***

**DATES:** Wednesday, March 23<sup>rd</sup> & Thursday, March 24<sup>th</sup>, 2016  
**LOCATION:** The AGC of Wisconsin Office (upstairs training room)  
4814 E. Broadway, Madison, WI 53716

**TIME:** All days will be held from 8 a.m. until 5 p.m. with a 1 hour lunch (provided)

## REGISTRATION FEES:

**Members (AGC of WI, MN, MI): \$595 (per bootcamp) Non-member rate: \$995 (per bootcamp)**

**Contact Name:** \_\_\_\_\_ **Contact Email:** \_\_\_\_\_  
**Company Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Company Address:** \_\_\_\_\_

Attendee Name	Attendee Email Address	Communication Bootcamp 2/17-2/18/16	Presentation Bootcamp 3/23-3/24/16	Total \$\$
<b>TOTALS</b>				\$

## PAYMENT INFORMATION

◇ Check made payable to AGC of Wisconsin ◇ Bill Me (AGC of WI Members Only) ◇ Visa/Mastercard

**Account Number:** \_\_\_\_\_  
**Name as shown on card:** \_\_\_\_\_ **Exp Date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_

**Email to [jtroia@agcwi.org](mailto:jtroia@agcwi.org) Mail to: AGC of Wisconsin, 4814 E. Broadway, Madison, WI 53716 Fax to: 608-221-4446**  
**Questions please call the AGC Office: 608-221-3821**

AGC of Wisconsin Registration Cancellation Policy: AGC of Wisconsin incurs direct and indirect expenses in planning and presenting workshops, seminars, conferences, golf outings and dinner meetings for its members. These costs include promotion, speaker fees, travel, textbooks, meeting space, food and beverage. When registrants fail to provide timely notice that they will not attend an AGC of Wisconsin event for which they have registered, these costs must still be paid. In fairness to all registrants, the following policy has been adopted: Unless otherwise stated on the registration form, the registration fees will be credited in full, if notice of cancellation is made at least five (5) business days prior to the date of the event. If notice of cancellation is made less than five (5) business days in advance, twenty-five percent (25%) of the registration fee will be credited towards a future program or refunded. No refund will be made for cancellations received after the event. You may avoid the cancellation penalty by transferring your registration to another person. Notice of cancellation should be made to the AGC of Wisconsin by phone (608/221-3821); fax (608/221-4446) or by e-mail (jtroia@agcwi.org). In the event that AGC of Wisconsin is forced to cancel an event, any non-recoverable costs associated with the registration will be considered before issuing reimbursement. These costs will be deducted from the amount eligible for reimbursement. The full or partial reimbursement of registration fees charged in accordance with this policy will be considered on a case-by case basis.