



To: All BTEA & Massachusetts Construction Advancement Program (MCAP) Contributing Contractors

From: John Ferrante, Associate Executive Director

Date: September 15, 2020

Subj: ***Effective Leadership and Communications – The Making of a Rock Star in Construction ONLINE Academy***
Featuring Stephane McShane of Maxim Consulting

Kindly be advised that the BTEA and MCAP will be hosting a four-part Online Leadership and Communication Academy with Stephane McShane of Maxim Consulting.

These two-hour sessions will be held every other week for four weeks. Registrants will be signed up for all four webinars through the link below.

<https://attendee.gotowebinar.com/register/5300656906406718731>

After registering, attendees will receive a confirmation email containing information about joining the webinars.

Seminar Information:



Maxim Consulting Group is a team of seasoned construction professionals who have worked with hundreds of contractors to help them improve business performance. Through this experience, we have identified and synthesized industry best

practices and codified them into a systematic process that we implement to suit specific client needs that drive improved performance.



Stephane McShane is a Director at Maxim Consulting Group responsible for the evaluation and implementation processes with our clients. Stephane works with construction related firms of all sizes to evaluate business practices and assist with management challenges. Her areas of expertise include: Leadership development, organizational assessments, strategic planning, project execution, business development, productivity improvement, and training programs.

Session 1: Effective Communication – It’s What They See/Hear, Not What You Say

Tuesday, September 22, 2020, 1:00 pm – 3:00 pm

One survey reports that Project Managers spend 90% of their time communicating. We will explore the mediums of communication and discuss how to be more successful communicators by knowing ourselves better, avoiding roadblocks to communication and listening better. Participants will learn skills that will help them be more efficient and improve their relationships internally and externally.

Session 2: Project Leadership – Effective Solutions for Today’s Workforce

Tuesday, October 6, 2020, 1:00 pm – 3:00 pm

Project managers are also project leaders. We will explore both management and leadership behaviors and explain how they are different. We will discuss what effective leadership looks like and how to lead more effectively.

Session 3: Successfully Managing a Remote Workforce

Tuesday, October 20, 2020, 1:00 pm – 3:00 pm

The events of 2020 may have forever changed the face of work as it was known. Working remotely has long been a sticking point between business owners and employees seeking freedom to work from home. Learning to lead and manage remote workforces is a different skill set and requires different tools and techniques to be effective. In this session, we will explore best practices in managing virtual meetings, defining goals and objectives and holding teams accountable for performance.

Session 4: Building Successful Customer Relationships

Tuesday, November 3, 2020, 1:00 pm – 3:00 pm

Construction is a service industry and how we treat our customers impact the success of the project and business. This session will drive home the importance of developing great customer relationships and how to navigate dissatisfaction when it occurs. We will explore the one question that needs to be asked to ensure your customers are happy and how to keep them coming back for years.

**Sessions 1-4 will be held on GoToWebinar
Webcam not required**

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