

THREE PILLARS of Profit-ABILITY in CONSTRUCTION

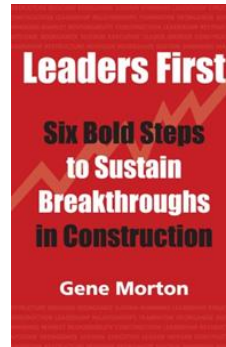
PRICING ~ LEADERSHIP ~ PEOPLE



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leader development



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MASTERS™**



GENE MORTON

- A Colorado-based organization development consultant
- M.A. in Industrial Psychology
- **Acclaimed Author, Facilitator & Thought Leader**
- **Consulted on over 100 projects for 85 organizations**
- **Creator of the LEADERS FIRST DYNAMIC ALIGNMENT PROCESS for building sustainable leadership Structures**

SUSAN HASTY

- Real Estate Entrepreneur based in North Carolina
- Founded & built seven businesses in 30 years
- BSBA and Psychology at East Carolina University
- **Certified Strategic Human Capital Business Partner (sHRBP)**
- **Leadership Coach and Speaker**
- **Client Feedback Tool™ Partner**



TERMINOLOGY

LEADING INDICATORS : “Good Bets” to measure “real time” performance data that leads to the results shown on financial statements

PRICING & YOUR BUSINESS MODEL: How a company delivers client outcomes (value proposition), charges for and receives compensation.

LEADERSHIP STRUCTURE: The structure of your organization design, working relationships and decision making processes THAT unify or defeat how well the leadership team performs, alone and together.

EMPLOYEE ENGAGEMENT: The emotional connection employees have with the organization, its vision, goals and values.



3 Pillars
of
Profit-ABILITY



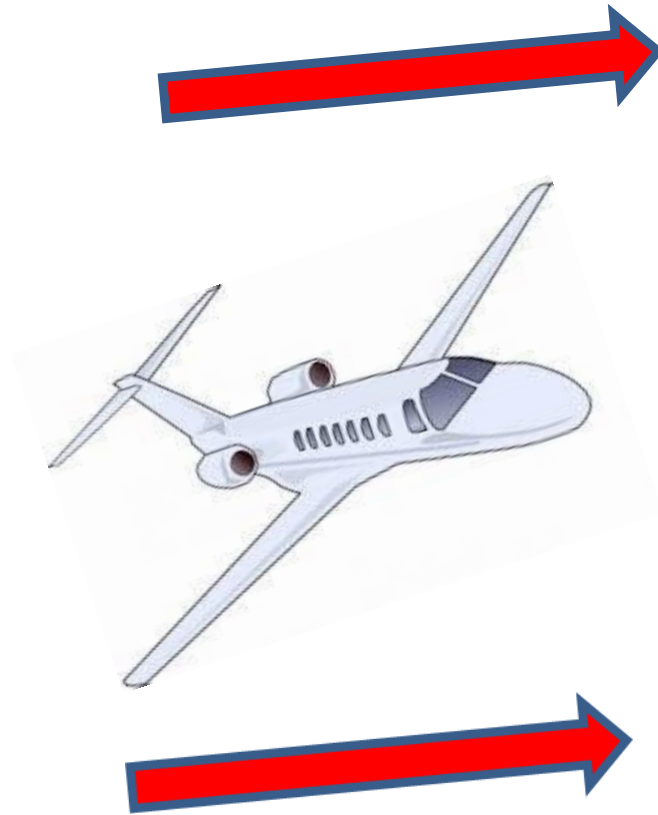
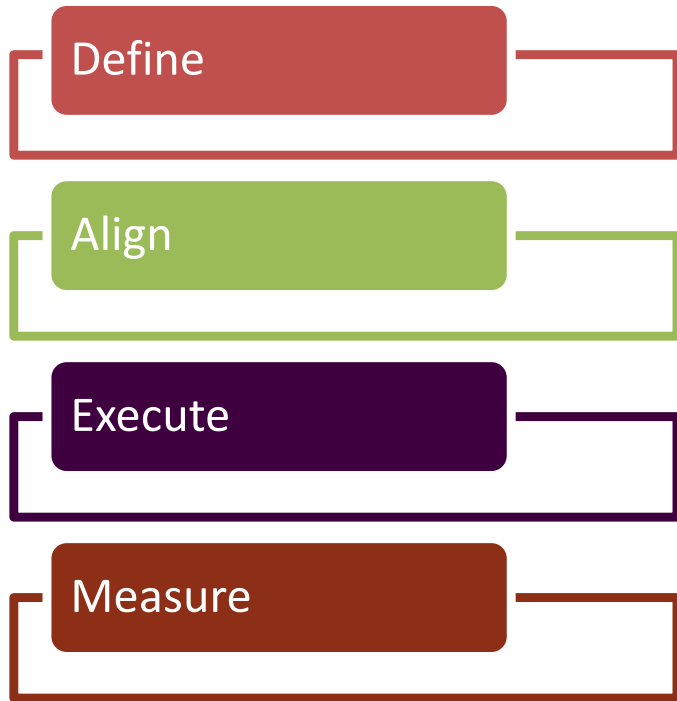
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PROFIT-ABILITY

PROFIT IS THE CONSEQUENCE of Continual Improvement:



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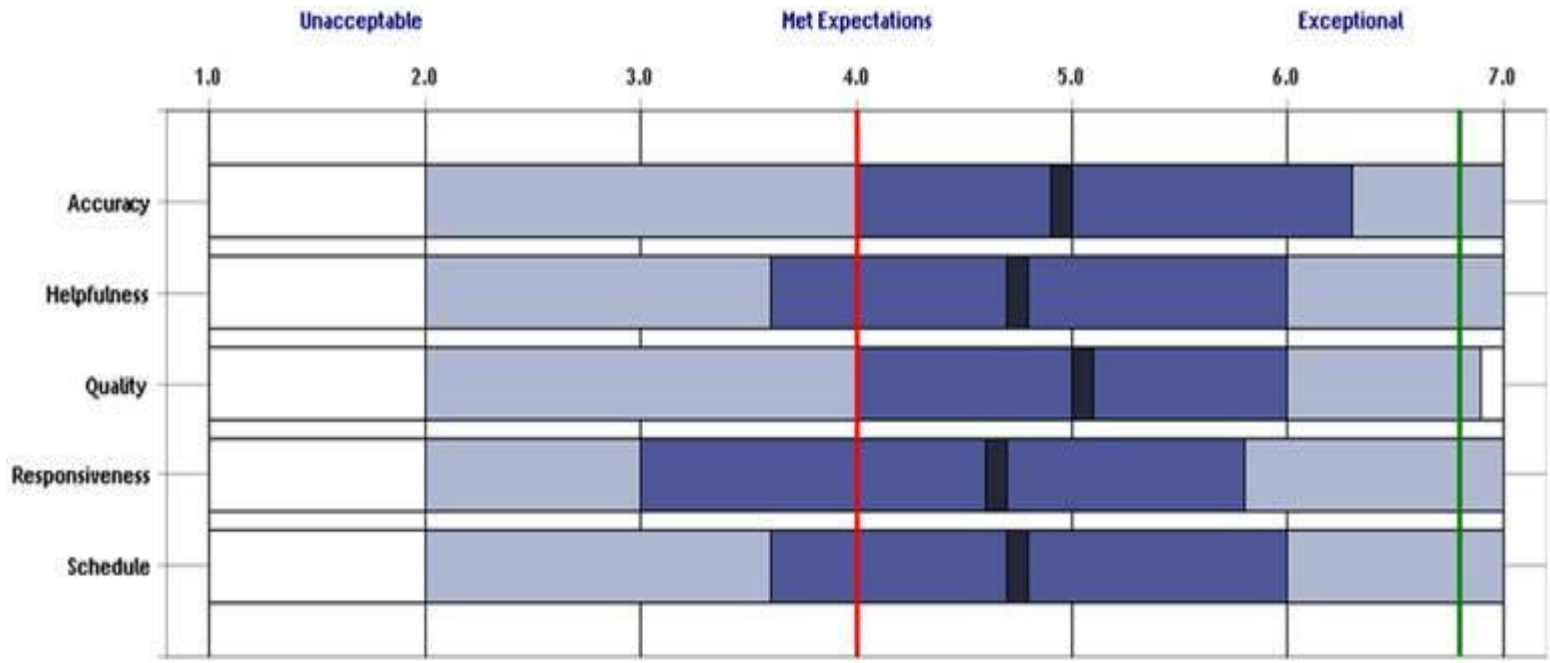
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clientfeedbacktool

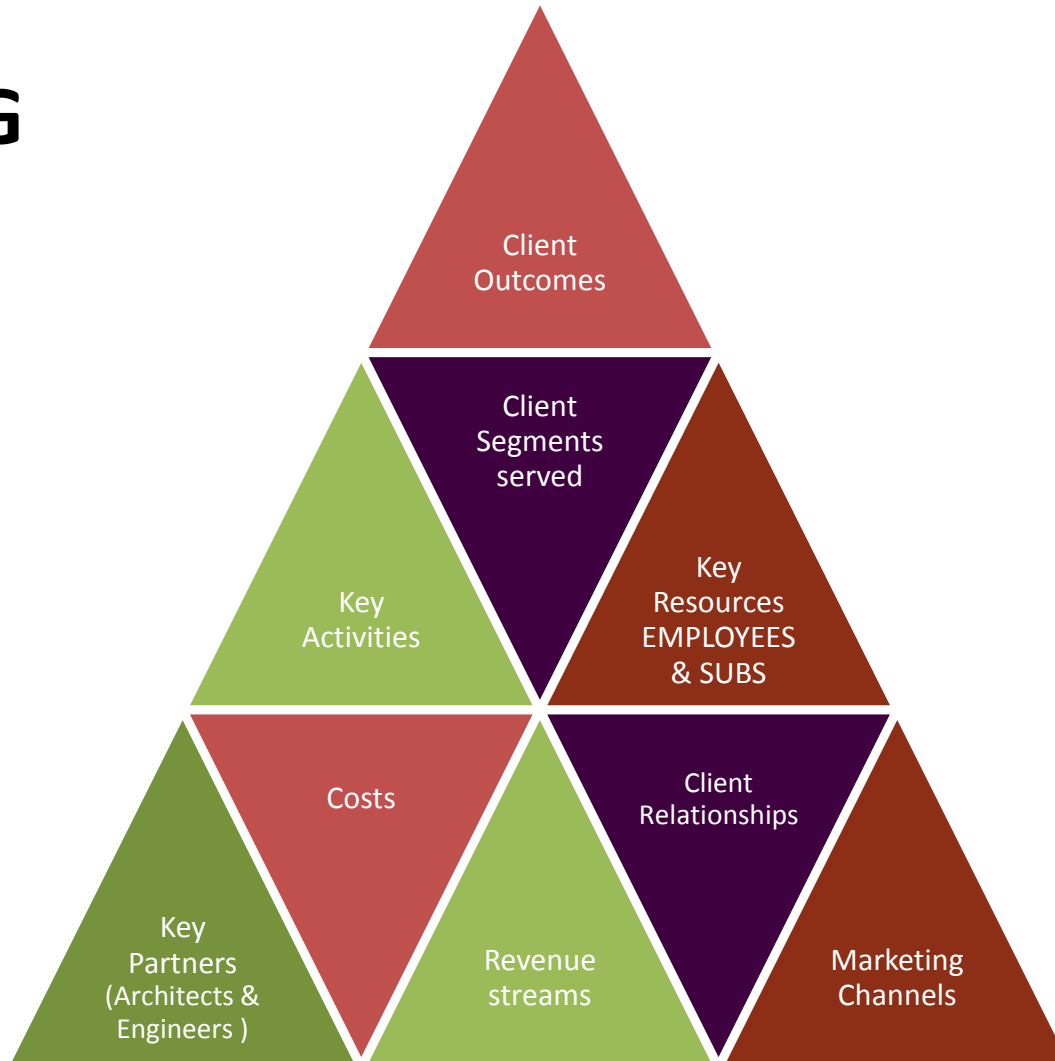
THE POWER OF FEEDBACK



Legend: No Responses in this range | Minimum and Maximum scores are in this range | 50% of responses are in this range | Average score



PRICING



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	LOW BIDDER	BEST VALUE	QUALIFICATIONS
Different Service Delivery Models	Price Driven	Price and Qualifications	Highest Qualifications
Design-Bid -Build	Most common	Combination of Price and Value	Rare
Construction Management at Risk	Rare	Most Common; Price Evaluation based on CMAR Fees and General Conditions	Common
Design/Build	Common	Most Common; Price Evaluation based on fees and GCs; May or many not include construction costs	Common
Integrated Project Delivery	Rare	Common	Most Common

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Over 1/3 of Operational Disruptions can be TRACED BACK TO IT'S LEADERS

The Big 5 Leader Variances ;

- **Confusion when Executive leaders bypass project managers and make agreements without consulting with the PM**
- **Failure to check for commitment to follow-through on top leaders' decisions and choices**
- **No clear outcomes and accountability for fulfilling customer promises**
- **Failing to implement desired and approved improvements in management, operations, or client relations**
- **No single and current strategic vision among top managers.**



“How often are you discussing and testing your leaders’ commitment to implement a decision before approving it?”

“In what ways are strategic vision and priorities reinforced by our reporting structure?”

“How often do unhealthy internal conflicts disrupt the delivery of outcomes to your customers—increasing cost, reducing productivity clients’ satisfaction and employee engagement?”



An effective structure of leadership enables leaders to

- **Create and fulfill their organization's strategic vision**
- **Respond to emerging opportunities, Anticipate—not just react to—customer and market demands**
- **Gain the long-term respect and loyalty of their clients, employees and other key stakeholders.**



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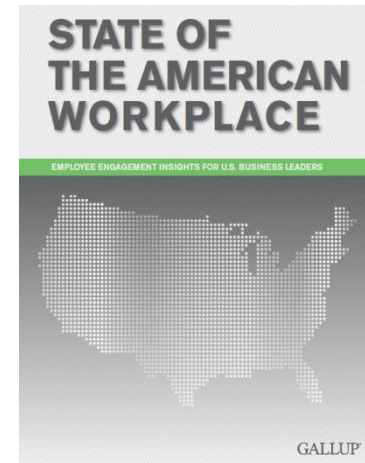


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70%
of American
Workers
are “NOT ENGAGED
or “ACTIVELY NOT
ENGAGED”

THREE TYPES OF EMPLOYEES

- “A” Players – **ENGAGED**
- “B” Players - **NOT ENGAGED**
- “C” Players – **ACTIVELY NOT ENGAGED**



PRODUCTIVITY PYRAMID

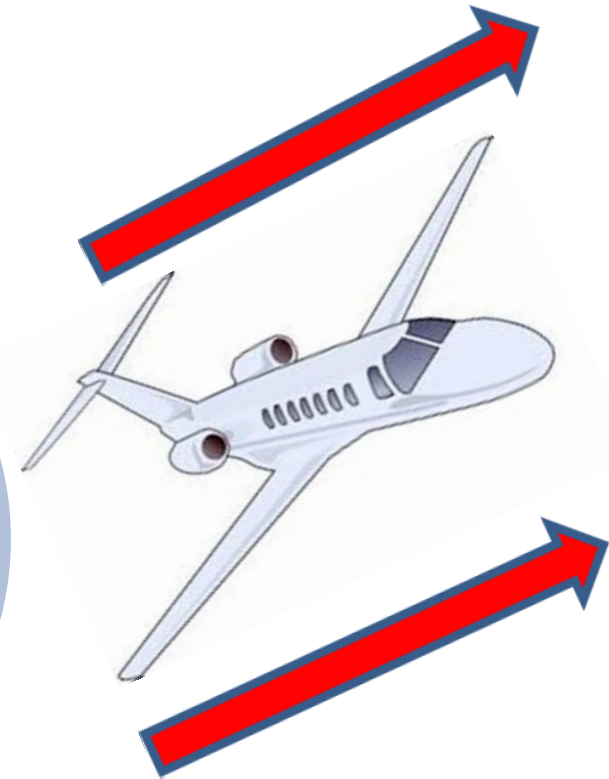


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LEADERS FIRST DYNAMIC LEADERSHIP ALIGNMENT PROCESS™

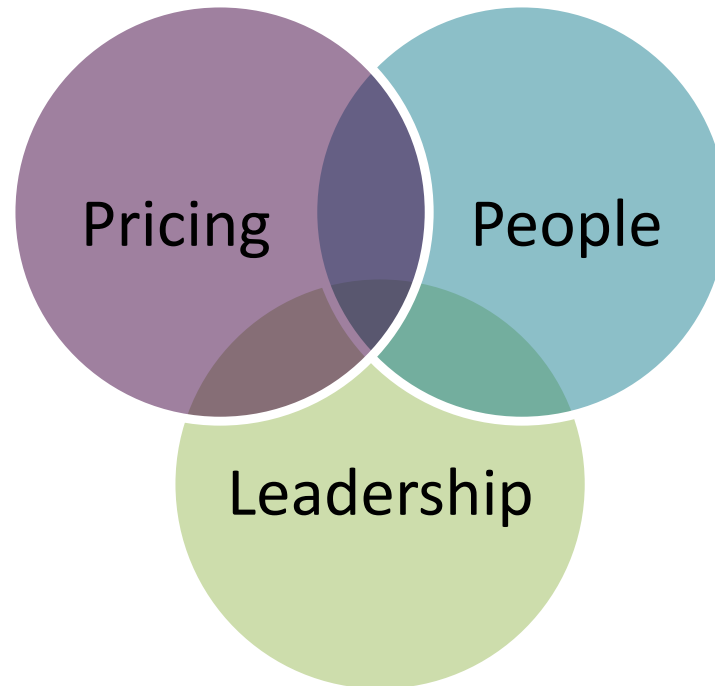
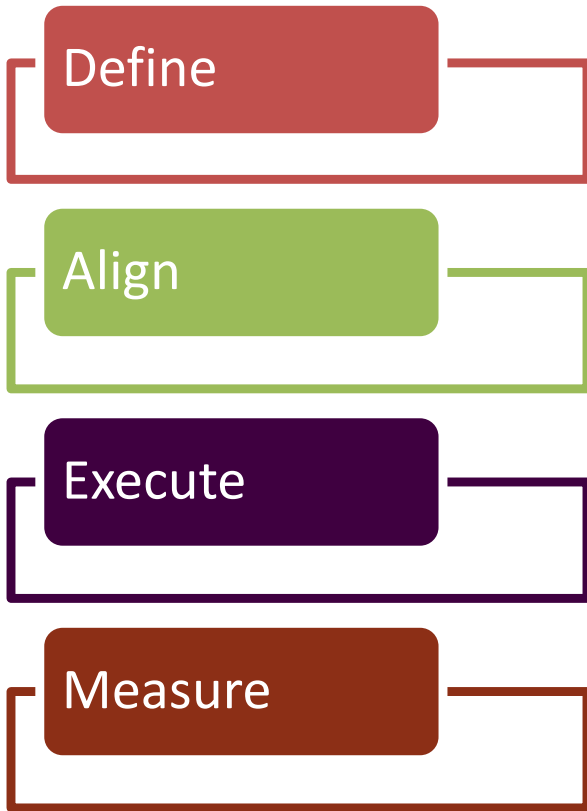


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INTEGRATING THE THREE PILLARS IS KEY



CONTACT GENE:

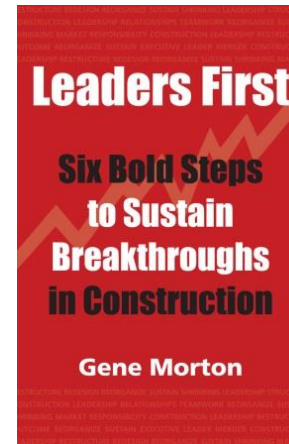
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<http://bit.ly/LeadersFirstBook>



- *Double Award Winner: 2013 Bronze medal, AXIOM*
- *Business Book Awards. 2012 Finalist USA Best Book*

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