



# Reinvention Made Easy

with the Reinvention Pro Jim Mathis

Jim Mathis has recently presented for several leading AGC chapters:  
*AGC of America, Wisconsin, Georgia, Kansas, Alaska,  
California, Nevada, Missouri and the Carolinas AGC.*

## How to Reinvent?

Much is changing in commercial contracting... advances in technology and competition make clients more savvy and government compliance more cumbersome. Jim is a bestselling author, International Platform Certified Speaker (IPCS) and Certified Speaking Professional (CSP) who works with AGC leaders in both the US and Canada who want to stay ahead in a challenging economic climate. The business environment changes and to stay ahead we need to change with it! The presentations are timely and topically current to help construction leaders grow or reinvent their business models.

Participants will be involved in energetic business growth discussions that energize them to implement actionable business growth ideas that develop and reinvent their contracting businesses. These are entertaining and highly interactive business growth programs that empower leaders with actionable ideas during the presentation – with minimal PowerPoint and maximum participation.

**Date: September 6, 2017**

**Time: 2:00PM- 5:00PM Cost: \$175.00 Location: Griffith Gate Marriott  
Lexington, KY**

Reinvention Made Easy  
Reinvention Styles  
Marketing to Millennials

Reinventing Sales  
Professional Service Made Easy  
Reinventing Management

Focused Change  
Making Change Happen  
Reinvention Change

## ***Reinvention Made Easy***

### **Change Your Results**

All contractors can reinvent themselves. A personally challenging and value changing presentation. *Change is happening!* Just as the Kindle changed paper publishing, Netflix has changed movie theaters and the smart phone has changed navigation, banking and communication, the realities of your business have changed permanently. Answer **Critical Questions** dealing with how people feel “punished” for doing business with you; what policies, practices or programs have become “dinosaurs” in your business; what has changed in your business; and what is “kindling”; dealt with interactively in small buzz-group discussions.

#### **Key questions/talking points:**

What do our clients/customers value MOST in us? ~ How can we LEAD in our community/market? ~ Where can we find MORE contracts/bids? ~ How does client FREQUENCY vs LOYALTY impact us? ~ Do you hire for responsibility or AUTHORITY in staff?

#### **Key Outcomes:**

Alleviate practices and policies that have become your “dinosaurs”.-Differentiate your business from others in your market.-Learn from the current trends customers value in your business and community.-Develop a market-oriented action plan that brings you closer to your consumer.-Discover the way your customer/clients/competitors view you and your services.

**How will you benefit?** Attendees will implement actionable steps to differentiate and grow their businesses.

## ***Reinventing Your Management Style***

### **Position People to Differentiate**

Any contracting leader can learn how to place the right person in the right job reducing management stress – and TURNOVER. How do you lead different people in a changing environment? Are you managing everyone in their strengths to help them stay and be more productive? A humorous, entertaining and interactive exchange about positioning individuals to bring out their best performance. Attendees will explore essential tools for managing, leading & retention of good workers, improved public communication and reduced conflict. Everyone can motivate different types of people all toward a common goal.

#### **Presentation Summary:**

What constitutes “excellence” in your business? Leadership succession in your workplace. Identifying different personalities of your team and clients. Managing people to perform in their strengths. Transitioning to staff/customer’s styles. Adapting and reinventing your personal leadership style.

#### **Key Outcomes:**

-Discover the strengths of your management style and those of your staff. -Identify the areas that people work best in and learn to place them in positions to succeed on their own. -Understand examples of working with different personalities and how to adapt.-Language of your customer/client buying and service styles.-Design a unique actionable plan to communicate more effectively internally and externally.

**What’s in it for you?** *Better results with less stress.*

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**Please return to: AGC of Kentucky, Inc. P.O. Box 457 Frankfort, KY 40602**

**Fax registration to: (502) 227-8014 register online: agky.org Please contact AGC of Kentucky (502) 223-8845 with any questions.**