

PARTNERS IN PROGRESS

LABOR, MANAGEMENT &
THE POWER OF UNITY

WHY PARTNERS?

- Labor & Management Are Out of Time
- Everyone Must Face Reality
- We Will Stand or Fall in the Next Decade
- Everyone Has to Contribute
- If One Partner Fails, We All Fail
- We Cannot Leave the Rank and File Behind

PROGRESS = CHANGE

- “The time to fix the roof is when the sun is shining.”

- John F. Kennedy

CHANGE: TURNING THE CORNER ON THE MARKETPLACE

- Why A Business Turn Around?
- LM 2's: \$ 100,000,000 Later
- Change & Return On Equity
 - Harley Davidson
 - Kodak Corporation
 - Blockbuster vs. Netflix
 - ATT vs. Vonage

WHAT'S IN IT FOR THE UNION AND THE CONTRACTORS?

- More Union Contractors & Members
- More Competitive Market Conditions
- Better Labor – Management Relations
- Measurable Gains in Market Share
- Survival as a Union Industry

WHAT'S IN IT FOR THE RANK AND FILE MEMBERS?

- More Hours
- More Money
- Better Benefits & A Secured Retirement
- Shorter Commutes
- Better Working Conditions
- More Bargaining and Political Clout
- Survival & Control of their Destiny

Partner Challenge # 1

Know Our Product & Its' Benefits

■ Why Be A Union Contractor?

- Why Is It the Best Business Decision A Contractor or Owner Can Make?
- Why NOT be a Union Contractor?
- Which List Rings Louder in the Marketplace?

WHY BE (Or Use) A UNION CONTRACTOR?

- Productivity
- Safety
- Skilled and Flexible Workforce
- Training and Apprenticeship
- Skilled Supervision
- Quality
- On Time On Budget
- Drug Free
- Labor – Management Business Partnership
- Greater Economic Value

WHY NOT BE (OR USE) A UNION CONTRACTOR?

- Cost
- Lazy Employees
- Union Strikes and Hassles
- Featherbedding
- Prima Donna Attitudes
- Stewards
- Bad Previous Experience
- Poor Market and Public Image
- Pain in the Ass B.A.s

PARTNER STRATEGIES

- Initiate Aggressive Internal Educational Programs for Apprentices & Rank and File
- Engage in New and Innovative Joint Labor-Management P.R. & Marketing
- Support Union Efforts to Influence Non-Union Contractors and End-Users
- Business Strategies Replace Adversarial Traditions

Partner Challenge # 2

Create A Positive Market Image

- Positive Market Image = Buying Decision
- Best Brands of America
 - Your Best Brands and How They Got There
- Our Market Image Obstacle
 - The 10% Labor & Management Problem

Key Joint Labor-Management Strategies

- Contractors to Aggressively Evaluate & Filter Workforce
- Establish Visible Performance Standards Through A Code of Conduct or Similar
- Rank & File Refuse to Accept Peer to Peer Marginal Field Efforts
- Partners “Own Supervision” In Our Industry

Partner Strategy # 3

Promote a Strong Marketing Message

- What Is the Union Construction Industry Marketing Message Today?
- What Should the Marketing Message Be?
- PPV
 - Productivity
 - Profit
 - Value

Joint Partner Strategies

- Develop a Marketing Plan & Marketing Force
- Use Progressive Business Communication Strategies
- Rank & File Understand That They **MUST** Deliver on the Promises
- Prove our Marketing Message is True
- Take Back the Market from the Non-Union

Partner Strategy # 4

Identify & Understand Client Needs

- Who Are Our Clients?
- What Are Their Needs Now & In the Future?
- How Do We Meet their Needs Economically and Operationally?
- Quantifying the Benefits
 - For Our Clients: Time & Money

LABOR & MANAGEMENT STRATEGIES

- No More Old School Posturing: No Blame Game
- Look Outward Rather than At Each Other for Answers
- Contracts and Workforce Must Reflect End-User Needs
- Workforce Skills Must Reflect Today's Marketplace
- Leverage Combined Strategic Assets
- Put Our Client Needs First

Partner Strategy # 5

Sell and Service the Clients

- Top Companies: Success By The Numbers
- Driving Market Success: A Case Study
- Microsoft Corporation: Owning the Market
 - By The Numbers
 - One Year
 - Five Years
- THE BUILDING TRADES & MANAGEMENT A MARKETING ARMY: BY THE NUMBERS

THE PARTNERS IN PROGRESS ACTION CHECKLIST

- A Well Informed and Committed Rank and File
- Attitudes & Behaviors Training for Apprenticeship
- An Industry Code of Conduct
- Development of Joint Marketing Programs, Materials and Outreach
- Leadership Focusing on the Market
- Competitive and Relevant Contracts
- A Commitment to Change & Mutual Success

**“ A House Divided Against Itself
Cannot Stand.”**

- old Bible verse

BRESLIN STRATEGIES TOOLS FOR LABOR & MANAGEMENT

■ www.breslin.biz

- Labor & Management Training & Strategy
- Organize or Die (book / audio CD)
- Survival of the Fittest (DVD / book & CD)
- Marketing & Business Development Kit