

**The outlook IS for**

**UNPRECEDENTED  
CHANGE**

**TWO CORNERSTONES**

**SUSTAINABILITY**

**WORKFORCE**

# SUSTAINABILITY



## 2nd Highest Failure Rate

- **95% over a 5 year period !!**

**#1 Highest is**

**• RESTAURANTS**

**So how do we SUSTAIN**

- **Effective Leadership**

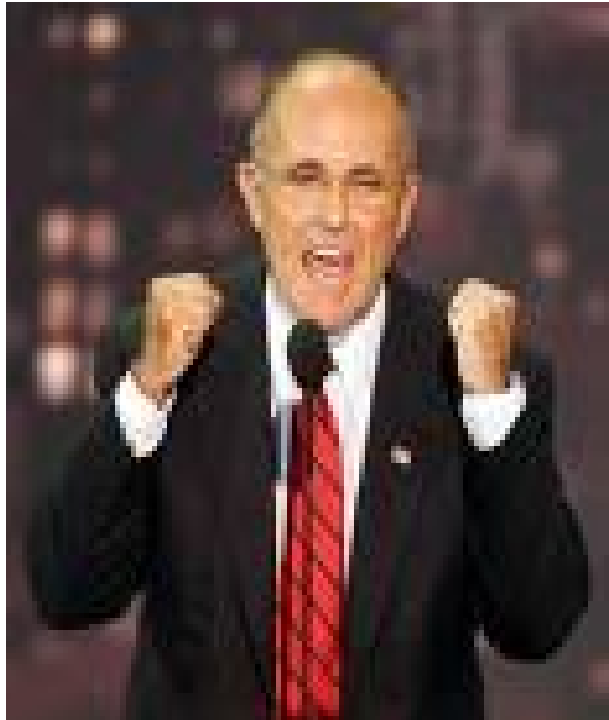
**Leaders who understand that  
DISRUPTION is opportunity**

**Leaders who embrace CHANGE  
because it creates opportunity**

# LEADERS WHO

- **REINVENT**  
themselves and their  
companies to meet  
that change.

# Turn ADVERSITY into Opportunity



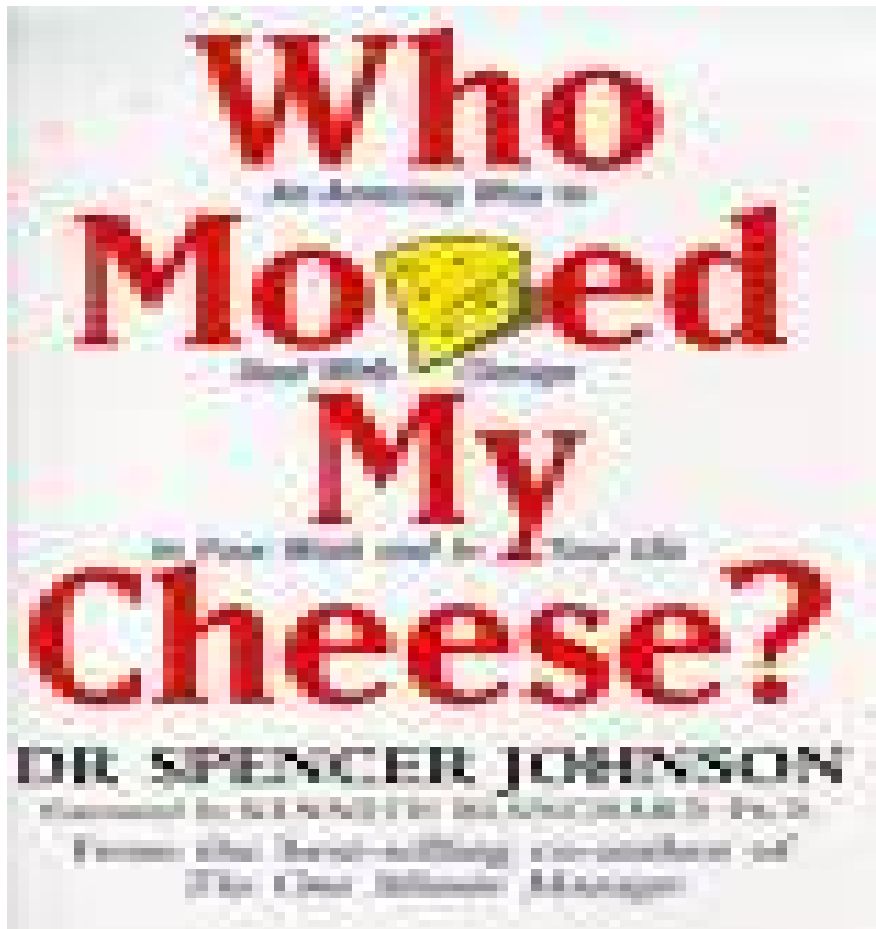
**FEAR** paralyzes.  
**HOPE** mobilizes.  
**Courage** isn't  
the absence of  
fear, It is the  
**MANGEMENT** of  
**FEAR**



# Leaders hold people **ACCOUNTABLE**

- **Themselves FIRST, then their PEOPLE.**
- **It is pretty much missing in our industry, as is leadership**

# Who Moved My Cheese



Initially published in 1998. Superstar!

Reborn 2008 & we all know why!

**OUR cheese has been  
moved.**



# NOW WHAT DO I DO?

- The demand for retrofit & service work will GROW at an unprecedented pace

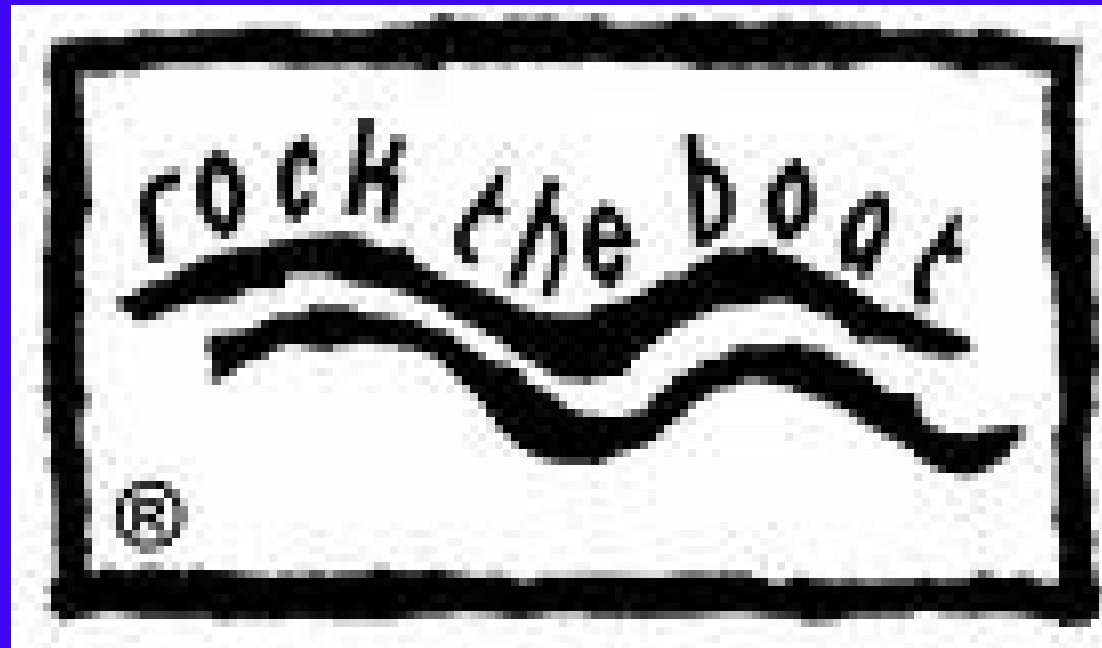
## How about....

- ...productivity tools will be required to successfully compete in the HVAC market in 2018

# A new banner

- Innovation means breaking ALL of TODAYS rules.

**It means**



# The Future Demand ..

- Will be **PERFORMANCE** driven, code-driven, and **CONSUMER** preference driven.....enormous levels of HVAC work.....**IT MAY BE DIFFERENT** from today's.



# WORKFORCE

- **The HVAC industry has a severe IMAGE problem that will be extremely difficult to overcome.**

**Maybe we should ask**

- Who is responsible for this image?**

# POOR Leadership



**Maybe**



**Me**

**You**

**Leaders in the HVAC ...**

**Contracting community  
will develop**

**INTELLIGENCE AS A**

**CORE COMPETENCY**

# In what?



**EFFECTIVELY  
LEADING  
THEIR  
PEOPLE  
THRU  
CHANGE**

**Will we be successful?**

**“to the rate at which WE  
CHOOSE TO adopt**

**INNOVATIONS!**

# Workforce problems

- Tend to GO away when companies are run by good leaders.



# PERFECT EXAMPLE



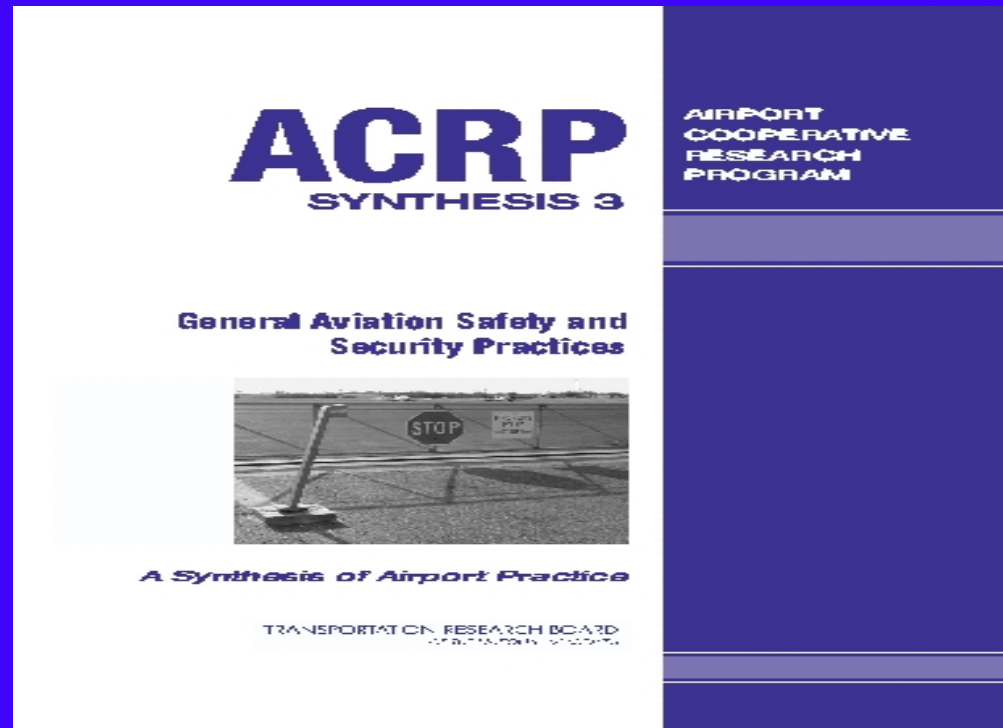
**SULLY**

# WHY HIM?



**EXPERIENCE**

# WILLING TO CHANGE



## AVIATION SAFETY

# INNOVATION



**LaGuardia Arpt**



**Teterboro Arpt**

# LEADERSHIP



**HE WAS THE LAST ONE OFF**

# **SO, WHATS THE ANSWER**

**Today, more than ever, in these changing times, we need men and women who will LEARN how to become EFFECTIVE LEADERS.**

**Denis Waitley. PhD**

**Our ATTITUDE at the beginning of an event has more to do with our success than our actual talent.**