



STRATEGIC PLANNING FOR GROWTH

Course overview

Imagine being able to make better than average profits, expand your capacity, ensure success and build a better company. This course was designed to do just that. It isn't a miracle cure, it's a program that teaches the fundamentals of strategic planning to construction professionals.

This course, specifically designed exclusively for contractors, is based on a theoretic, privately-owned company whose three principal shareholders have grown their business into one of the foremost mechanical contractors in the province. Annual revenues of \$25M have established the company as an industry leader. The shareholders recognize that operations and profits have been stable for the past four years and feel this is a prime time to grow the company to a new level. To do that, they will create and implement a three-year Strategic Growth Plan.

During this 2- ½-day instructor-led live webinar and **Gold Seal** certified course, participants methodically work through all the segments to create a comprehensive 3-year Strategic Growth Plan and use it as the foundation for producing Business and Financial Plans. The results:

- Revenues increase \$3.9M,
- Gross profits increase 1.3%,
- G&A expenses decrease 0.6%,
- Net operating income increases 1.5% and
- Cash position improves by \$1.2M.

Learning outcomes

- Identify and enhance Strengths and Opportunities
- Discover and mitigate Weaknesses and Threats
- Strategic Growth Plan
- Labour productivity improvements
- Identify lack of resources
- Business plan
- Financial plan
- Key Performance Indicators and
- Increased revenues, profits and cash flow

Who should attend?

This course is ideal for... Owners, department and division managers, project managers, coordinators, estimators, accountants, controllers and Gold Seal candidates.