Several years ago, the Metal Building Manufacturers Association (MBMA) began offering educational webinars. These 1 1/2-hour sessions have been quite successful in drawing a broad range of attendees—from builders to manufacturers, to Department of Energy officials and architects. MBMA recognizes that today’s busy, multi-tasking and construction professionals need programs that offer new and specific information in a quick format than can be accessed through a laptop computer.

Note, two of MBMA’s webinar programs have been approved by the International Code Council to provide continuing education units for ICC members. MBMA continues to be the leading educator for building systems research and the primary source for industry knowledge.

Energy Webinar is Tops with Builders

Energy Code Compliance for Metal Building Systems is MBMA’s most popular webinar. The majority of municipalities in the United States have adopted an energy code or standard, and this webinar focuses on energy efficiency from the perspective of the metal building specifier, contractor or builder. The program explains critical topics, such as how metal building systems fit into the energy codes, common ways to insulate a metal building and inspire builders to make their buildings more energy efficient.

Don’t wait for someone to tell you what you’re doing wrong! Even after the webinar, the MBMA webinar attendees reported increased interest and engagement from customers and project stakeholders. The webinar is an important and valuable continuing education opportunity, it saves you the entire cost of the program and you also receive a printed energy or fire design guide, both premier and exclusive MBMA publications.

Jeff Carmean is chairman of the Metal Building Manufacturers Association based in Cleveland. You can learn more about all of MBMA’s educational materials and programs at www.mbamca.com.

Several years ago I promoted a program manager to vice president responsible for overall success of all construction operations. He was newly accountable for hitting all construction management, field, production and project profit goals. The project manager, an experienced and forward-thinking professional, continued to keep customers happy by building on-time with quality workmanship. However, while he primed- at-pressures and had the support of other departmental leaders, the project goals, the project profits were not being hit and our job margins were slipping. As a result, we were not making our expected company financial projections. I continually pressured him to work with the project managers to get their numbers right, step away from money on changes, stop being too easy on customers and letting poor field performers continue to underachieve.

Even with my constant disappointment, he didn’t do what he needed to do. He con- tinued to allow supervisors and managers to lose money and go over-budget without consequence. He didn’t confront his former peers, give ultimatums or discuss their poor results. This eventually caused us to lose even more money and some customers. With him as the captain, the ship began to sink and projects were going downhill faster and faster. He didn’t accept accountability or responsibility for the overall bottom line and allowed weak employees to continue in their ways.

After several years I finally had to step in and make some drastic changes in leadership, personnel, project management standards, field production practices and accountability reviews. Have you ever wished your people prob- lems would go away? Ever hoped you don’t have to confront someone who isn’t meeting your performance standards or making results happen? Do you postpone tough people decisions until there is no other alternative? Does your delayed behavior make things better?

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Fire Faster to Get Results!

By George Hedley

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