

# Leadership Development Series

Held Monthly (September 2017 – June 2018)  
at ABC's Keystone Center for Construction Careers

8:00 am – 10:00 am each session



## Topics to be covered (Register for the entire series or individual sessions):

1. September 12, 2017 -----Self-Management - The Art of Getting Things Done
2. October 10, 2017 ----- Leadership vs. Management
3. November 14, 2017 -----Communication I – Discovering your DiSC Style
4. December 12, 2017 ----- Communication II – Communication for Success
5. January 9, 2018----- Engaging and Mobilizing Your Team
6. February 13, 2018-----Networking / Referrals / Strategic Alliances
7. March 13, 2018 ----- Presentations – Removing the Fear
8. April 10, 2018-----Building a High Trust Team: Who's Got Your Back?
9. May 8, 2018- Where's the Cash? Understanding Financials for Non-accountants
10. June 12, 2018 -----Laws of Leadership

Register for  
the entire  
series or  
individual  
sessions!

*“A valuable course that guides you through the many areas of leadership. Each step builds on the next, giving you a well-rounded understanding of what it takes to be a valued leader in your organization.”* - Jessica Craft, James Craft & Son, Inc.

## Seminar Description:

### What are you doing to retain your top talent?

How are you developing your organization's executives of the future? This interactive leadership series is designed for up-and-coming leaders in your organization, field personnel moving into a leadership role, and experienced leaders who want a “refresher.” Develop leadership skills critical to a successful career and business!

Research indicates that top performers can be as much as 1000% more productive than your average employee. Yet, it takes 10 years to develop even a top performing leader to be successful in an executive role. In order to retain high potential individuals, organizations must continue to invest in their training and development. The Professional Development Leadership Series Program can help you do just that.

The Leadership Development program at ABC Keystone is an interactive series to develop the future leaders of your organization. Designed to enhance the skills of both existing and new leaders this series has met with outstanding reviews. [Sign up for the entire series at a discount or “opt in” to individual sessions.](#)

## Benefits of Attending:

### Top three reasons to send your team leaders to ABC Keystone for leadership development:

1. Prepare your leaders to meet their daily challenges with proven tools.
2. Great way to advance and retain your top talent.
3. Proven, practical course geared towards leadership development in the construction industry.

**>>> See session descriptions on page 2**

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## Who Should Attend:

Project executives, project managers, project engineers, estimators, departmental managers, superintendents, and anyone in a supervisory position or those who will be assuming supervisory responsibilities are encouraged to attend.

Everyone whom companies must prepare and develop as future leaders to take their place and anyone responsible for creating the right “teams” needed to drive business successfully should attend!

## Instructor:

**Jeff Witmer, Pathway Business Advisors**, started and developed a nationwide, industry leading business generating over \$16M in sales and 62 employees, which was profitable within 8 months of start-up. He is currently an owner/partner of Pathway Business Advisors. Jeff is an expert in various aspects of business management and systems including: team development, sales and marketing, finance and accounting, information technology.



## Session Descriptions:

### 1) Self-Management: The Art of Getting Things DONE! (September 12, 2017)

- Get more done in less time.
- Create a new kind of schedule.
- Discover your “zone.”

*“I really enjoyed learning about the different leadership styles, and that different styles are all acceptable at different times.”*

– Nicole Bazdar, James Craft & Son, Inc.

### 2) Leadership vs Management (October 10, 2017)

- What makes a great manager or a great leader – they are not the same!
- Skills to recognize and develop your next generation of leaders.
- Awareness of the characteristics and how to further develop them in your next generation of leaders.

*“A valuable course that guides you through the many areas of leadership. Each step builds on the next; giving you a well-rounded understanding of what it takes to be a valued leader in your organization.”*

- Jessica Craft, James Craft & Son, Inc.

**>>> More sessions on page 3**

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## 3) Communication for Success

### Session I: Discovering Your DiSC Style

(November 14, 2017)

Ever feel like you just can't "get through" to the other person?

- Understand your communication style and how to morph to the style of others for success.
- This is a must have tool for anyone working with people.

*"There was some very good concise information that I can take back to make our company better."*

- Ross Clubb, Flyway Excavating, Inc

## 4) Communication for Success

### Session II: Communication is Everything!

(December 12, 2017)

Ever feel like you just can't "get through" to the other person?

- Understand your communication style and how to morph to the style of others for success.
- This is a must have tool for anyone working with people.

### PRE WORK REQUIRED FOR THIS SESSION

*"Very good learning!"*

- Chad Kreider, Commonwealth Fire Protection

## 5) Engaging and Mobilizing Your Team

(January 9, 2018)

- Engage and inspire your team.
- Engaged teams are more productive and have lower turnover.
- Utilize the seven drivers of high engagement.

*"A great set of tools to build your foundation for a functioning successful team."*

- Jessica Craft, James Craft & Son, Inc.

## 6) Networking / Referrals / Strategic Alliances\*\*

(February 13, 2018)

Networking is a contact sport. Learn how to network and get results.

- How to effectively network.
- Referrals – discover the key to success
- Building a strategic alliance network.

*"Jeff is very engaging from start to finish. The class was interactive and beneficial."*

- Angie Martinuzzi, Wickersham Construction

## 7) Presentations – Removing the Fear

(March 13, 2018)

- Prepare yourself for that public speaking debut.
- Apply the best techniques from your peers.
- Employ what the "pros" do.

*"Each session has provided me some new tools to use in my work life."* - Brian Niles, Warfel Construction Company

## 8) Building a High Trust Team: Who's Got Your Back?

(April 10, 2018)

Without trust you cannot move forward.

- Learn how to quickly build trust.
- How can you create a high trust team?

*"Provided me with tools to grow as a more effective manager."*

- Adam Shamenek, H.B. McClure"

## 9) Where's the Cash? Understanding Financials for Non-Accountants

(May 8, 2018)

- What's important on the P&L.
- How to spot financial trends.
- What numbers are important in my business/department.
- Understanding the balance sheet.

*"Great ideas for adapting your leadership styles based on the situation or who you are dealing with."*

- Jessica Craft, James Craft & Son, Inc.

## 10) Laws of Leadership

(June 12, 2018)

- Learn the fundamental laws you won't want to break.
- Leadership is a learned skill.
- Know the rules for successful leadership.

*"I enjoyed the interactive planning exercises."*

- Jesse Walker, James Craft and Son, Inc.

**\*\*Special pricing for 2/13 session: ABC Members only, Remote Access**

**Registration: \$99; Onsite Learning: \$140**

**To be held at:**

**Business Information Group**

**156 N. George Street, York, PA 17401**

**P 717.854.9983 M 717.873.8098**

**businessinformationgroup.com**

**>>> Registration Information on page 4**

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## Registration Information:

Register for the entire series for discounted pricing!

Preferred registration dates: September 5, 2017 for the series; seven days prior to course for individual sessions

Non-Member – Entire Series: \$1,850

Non-Member – Per Session: \$200

\*ABC Member – Entire Series: \$1,295 (cash/invoice) / \$1,340 (credit card)

\*ABC Member – Per Session: \$140 (cash/invoice) / \$145 (credit card)

\*\*ABC Member – Remote Access Registration for 2/13 session: \$99

Price includes course materials and certificate of completion.

Entire series registrants also receive a leadership manual.



Firm Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized By/Job Title: \_\_\_\_\_ Email: \_\_\_\_\_

Participant Name: \_\_\_\_\_ email: \_\_\_\_\_

Title: \_\_\_\_\_

Full Series

Individual Session(s) (circle session #) 1 2 3 4 5 6 6 (remote access) 7 8 9 10

Participant Name: \_\_\_\_\_ email: \_\_\_\_\_

Title: \_\_\_\_\_

Full Series

Individual Session(s) (circle session #) 1 2 3 4 5 6 6 (remote access) 7 8 9 10

TOTAL PARTICIPANTS: \_\_\_\_\_ TOTAL COST: \_\_\_\_\_  Check enclosed  Invoice  C.O.R.E. – Invoice balance

VISA / AMEX / MC Card #: \_\_\_\_\_ Print Name: \_\_\_\_\_

3/4 digit code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Billing Address Zip Code: \_\_\_\_\_ EIN: 23-1618254

Call Judy at 717.653.8106 / FX: 717.653.6431 / Email: [judy@abckeystone.org](mailto:judy@abckeystone.org) / Register at [www.abckeystone.org](http://www.abckeystone.org)  
Education expenses may be deductible by members as an ordinary and necessary business expense. Consult your accountant for more information.