



Improve your quality of life through education

# Dur-A-Flex University

## 2010 Academy for Owners

### 6 Dates Available:

March	21-24, 2010
April	18-21, 2010
May	16-19, 2010
September	19-22, 2010
October	17-20, 2010
November	14-17, 2010

### TENTATIVE SCHEDULE:

#### Sunday

- Arrival
- Group Activity - Leadership Ice Breaker, Objectives and Game Plan for the Session

#### Monday

- Toyota Production System
- Leadership and understanding your management style
- Cultivating crew leaders and compensating employees

#### Tuesday

- Toyota Production System
- Financial Strategies for the Successful Job Site
- Practical Lean exercise

#### Wednesday

- Toyota Production System
- Developing and presenting clear value to your customer

This is a tentative schedule. Days and times may change and courses may be added or substituted.

For More information, contact Bridgett Freeman at (860) 282-4182 or [bfreeman@dur-a-flex.com](mailto:bfreeman@dur-a-flex.com)

Most businesses in today's marketplace are experiencing a tremendous amount of stress. A large part of this stress has resulted by trying to meet the ever growing demands of today's customer with outdated planning, contractual and communication techniques. But the real cause of many business failures (or soon to be failures) often starts with bidding projects with nothing more than a hope and a prayer. **The downward spiral of frustration, lost revenue and business failure can be stopped!**

You have the opportunity to learn and share a new mindset being adopted in many businesses that can help to **transform your business**. What would your business be like if you could **bid projects effectively, control costs, increase profits** and more importantly bring back some **sanity to the quality of your life**? We have compiled a group of industry experts to help you unravel the complexities of your business and start fresh with a foundational program that starts at Dur-A-Flex Headquarters (for a 3 day learning experience) and then **extends for an entire year** to help fortify and reinforce the techniques that will ensure your success in the future. Ultimately, our goal at Dur-A-Flex University is to help you and your team **strive for excellence** within your industry.

**OBJECTIVE:** The objective of the academy is to help business owners to not only become more aware of the challenges that they are facing, but, more importantly to create an exciting learning and resource network that allows you to tackle issues quickly and propel your business into a more stable, profitable future.

**WHO SHOULD ATTEND:** An invitation to attend is extended to all owners who are feeling concerned about the future of their business. If you wonder if there is a better way to run a profitable business and regain the dream that you started with, then you should consider coming to 'The 2010 Academy for Owners'.

## Curriculum Highlights

### TOYOTA PRODUCTION SYSTEM

Learn the teachings of the Toyota Production System and the application of Lean Tools. This session will help you clearly "see" waste in your organization and how to put processes in place to reduce it. The benefits realized are: improved cash flow, increased employee retainage, and better customer service.

### LEADERSHIP AND UNDERSTANDING YOUR MANAGEMENT STYLE

This session will begin with an overview of the challenges that face today's leaders. Following a **P4** outline for success, you will learn: 1- How to empower **People** to take an active leadership role at all levels of your company. 2- How to create **Processes** that quickly isolate the right result. 3- How to embrace **Problems** as a visible learning opportunity and 4- How to adopt a **Philosophy** that allows everyone to become accountable owners within your organization.

### HOW TO IMPROVE YOUR PROFITABILITY IN A TIGHT MARKET

This session explains how all of your crew personnel should collaborate with the client. You will develop ways to better define your clients needs in order to deliver greater customer value and establish stronger relationships. The key to successful marketing is building a relationship with clients and there is no better way to do that than at the project level where there is constant face-to-face contact. Three key benefits of this program:

- Learning what it means to define a project from the customers' perspective and to allow you to improve the perceived value of your proposal while ensuring customer satisfaction with improving your payment schedule.
- How to focus on delivering greater customer value while improving job-site performance and profitability.
- Empowering your crew personnel to determine and deliver the clients highest needs.

**(Cont'd) 2010 Academy for Owners****FINANCIAL STRATEGIES FOR THE SUCCESSFUL JOB SITE**

Class focuses on job cost accounting, right sizing your business for maximum effectiveness, close outs, estimating more effectively, collection techniques, lease/sub-contract or buy?. Also included will be exercises in Pre-planning and post job analysis to help uncover hidden profits and problems.

**DEVELOPING AND PRESENTING CLEAR VALUE TO YOUR CUSTOMER**

This session explains how to use LEAN techniques to improve project performance. This session isn't just about developing and creating new tools to maximize performance and reduce waste. It's about developing a completely new attitude for your business future and how to set your business apart from the rest of your industry. Imagine how different your business could be if all problems became very visible and... everyone felt empowered to solve the problems quickly! – It can happen.... And it can be very rewarding for everyone on your team.

**CULTIVATING CREW LEADERS AND COMPENSATING STAKEHOLDERS**

Learn about developing great crew leaders, coaching for success, communicating as a leader, and conflict resolution. Rewarding the right behavior for retention and complete customer satisfaction is the key to building a model company.

**\*Special Guest Speakers\***

**TUITION FEE:** The tuition is \$1,300 and includes lodging, transportation to and from hotel to Dur-A-Flex Headquarters, breakfast, lunch, evening meals, all course materials, special activities and sales tax. Accommodations provided by Courtyard by Marriott, 225 Slater Street, Manchester, CT (860) 533-8484. Academy activities held at Dur-A-Flex Headquarters in East Hartford, CT.

**CANCELLATION POLICY**

If you must cancel your registration, a full refund will be granted to requests received in writing within 30 days of the start date of the class. A refund less \$100.00 for each registrant will be granted for written requests received within 29 to 15 days prior to the start of the class. No refunds will be given within 14 days prior to the start of class.

**Hurry - Classes forming now! Register Below.**

**Registration - 2010 Academy for Owners**

First Name _____	Last Name _____	
Company _____		
Address _____		
City _____	State _____	Zip Code _____
Telephone _____	Fax _____	Mobile _____
E-Mail Address _____		

Allow one registrant per form. Please copy form for additional registrants.

**You may also register online at [duraflexuniversity.com](http://duraflexuniversity.com)**

**Choose your course date:**

- March 21-24, 2010**  
 **April 18-21, 2010**  
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 **Nov 14-17, 2010**

**TUITION  
REFUNDED  
IF NOT COMPLETELY  
SATISFIED**

**Credit Card Information**

**Total Registration Fee**  
\$ 1300.00

Mastercard Visa AMEX

**Payment Method**

Check Enclosed  
(payable to Dur-A-Flex, Inc.)

Credit Card

Card# \_\_\_\_\_

Exp Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

**Mail Registration to:**

**Dur-A-Flex Inc.**  
95 Goodwin Street  
East Hartford, CT. 06108  
Attn: Bridgett Freeman

**or to expedite and secure your space, FAX form to:**

**(860) 528-2802**  
Attn: Bridgett Freeman