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We make your company more productive by applying: Lean Engineering, Manufacturing, and Service Processes

Making Productivity Visible to Everyone®

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How to Compete in Large Cities and Win Back Markets*

The risks and opportunities associated with construction are increasing each year as the work available within the marketplace shifts. Contractors are experiencing market share losses due to operational differences, labor management, market shifts, portability and crew ratios. Contrary to common perception, the main difference between the union and non-union styles of operation is not the labor cost, but rather, how the labor is managed. This program will discuss the realities of the large cities' markets and recognize the operational models and agreements required to sustain, regain and expand the unionized contractors' market share.

This program is based on the research report *We Built this City* funded by ELECTRI International.

Following this course, participants will be able to:

- Explain the operational differences of union vs. non-union contractors
- Compare the differences for contractors in large cities vs. other areas
- Discuss how to build on the differences in the large cities, leading to increased profitability

Duration: Full-day

Continuing Education Hours: 6 Hours

Instructor: Dr. Perry Daneshgari or Dr. Heather Moore; MCA, Inc.

Note: Special pricing applies due to instructor fees. Contact the NECA Education team for details.