

HARNESS THE POWER OF LEADERSHIP TRAINING FOR THE STRUCTURAL BUILDING COMPONENTS INDUSTRY

Exceptional business performance is not an accident

That's why you need help building the right team to lead your organization into making decisions that produce successful results.

To build your team, produce more leaders

Who are the leaders in your organization? Who are the aspiring leaders? Sales managers, general managers, manufacturing managers, senior managers and small or mid-size business owners are excellent candidates to model/demonstrate the leadership characteristics to carry your company. Empower them with training from PLA.

A leadership school of our industry

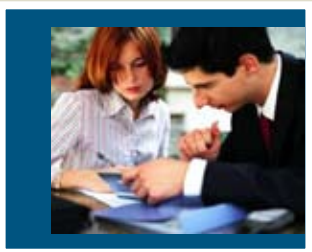
The vision of SBCA's Professional Leadership Academy (PLA) is to provide a world class leadership training and development service for the structural building components industry. The curriculum is designed to enhance the skills, performance and success of owners, managers, sales associates and other personnel involved in this industry.



Leadership Development Training

Leaders Edge 360 has designed this premier course to various levels of management. It is offered in multiple locations throughout North America for individual attendees and at specific company locations for their management teams

together. Modules include: Building a Foundation for Leadership, The Power of Planning, Building & Developing an Exceptional Team, and Leading the Team to Results.



Professional Sales Training

This workshop develops your sales team into market leaders as it is designed to deliver an immediate positive impact on sales and profit margins for structural building component attendees. An interactive 2-day course provides details, examples and breakout activities on 8 different stages of a successful selling process. Participants learn to use a proven "process of selling" to develop a repeatable and measurable system that will focus on continuous process improvement.

Using knowledge gained, the sales person attending will become more professional and value oriented versus a price-oriented order taker.



Customized Training and Workshops

Leaders Edge 360 will help your employees improve their skills and grow your business by providing a wide range of training programs customized for your location(s). As with all programs offered through SBCA's Professional Leadership Academy, SBCA members receive preferred pricing. An example of offerings includes but is not limited to: Territory Development, Personal Productivity, Team Building, Customer Service, Motivating Sales People in A Down Market and Succession Planning.

SBCA's PLA training and workshops from Leaders Edge 360

For a few hours or a few days, let the Professional Leadership Academy programs from Leaders Edge 360 meet your needs for professional leadership and sales management training. Their training and workshops provide an intensive, interactive learning experience designed from a proven proprietary foundation and customized to the precise needs of each client. The content includes one-on-one and group interactions, discussion and brainstorming, role playing, presentations, tips, templates and other training techniques.



Increase confidence, effectiveness and loyalty with professional coaching

Leaders Edge 360 principals are Certified Coaches offering SBCA members personalized and confidential coaching for both corporations and individuals, helping clients discover their own best solutions to each situation that they bring forward for discussion. Areas of coaching include: Executive Coaching, Personalized Coaching for Middle Managers, Transition Coaching for New Sales Managers, Professional Coaching for Sales People, and Retirement Career Coaching. Industry writings confirm that when properly designed and executed, the coaching experience can catapult talented executives and managers to a new level of performance.



Consulting services to save your company time and money

Leaders Edge 360 helps you plan and manage your business through a hands-on approach that targets immediate improvements and exceptional long term results. Consider partnering with them to address your specific business needs, such as: Strategic Planning, Sales Territory Planning, Market Development Studies, Electronic Surveys, Personnel Assessments, Product Introductions, Executive Level Review and Recommendations, and Customized Projects of Your Design. As you are planning your path to maintaining/improving your competitive positioning in a down market and achieving your vision for your future, Leaders Edge 360 can help you determine the actions to take that will deliver results.

Our PLA instructors

SBCA has teamed up with the professional leadership coaching services of Leaders Edge 360 to offer component manufacturers powerful leadership training. It is led by founder Randy Goruk, a seasoned and successful corporate executive and small-business owner, and business partner Bill Bean, a specialist in strategic planning, sales and marketing. The two have over 10 years experience working together and 50 years combined experience in wood products and other industries in the US and Canada.

As part of the Professional Leadership Academy collaborative agreement, every SBCA member qualifies for preferred SBCA pricing on services from Leaders Edge 360. Each project is customized to your individual needs and a written proposal is provided that details the scope, deliverables, timing and costs.



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sbcindustry.com/leadership.php



we believe their understanding of our industry, combined with their skills to customize and deliver professional training, offers a tremendous opportunity for SBCA members to build the leaders they need for today and for the future."

"I believe this Leadership Academy initiative will offer great value to our membership. The majority of our members are small- or medium-sized companies that have expressed a need and desire to learn more about formalized and proven leadership practices. Through my company's experience working with Leaders Edge 360,

Ben Hershey, Alliance TruTrus, LLC, Phoenix, AZ