

**Strategic Planning & Accounting**

**Accounting for Profits**

 Accounting for Profits focuses on accounting processes and techniques for the construction industry. The presentation will discuss the most important aspects of construction industry accounting:

1. Job Cost Focus
	1. Budgets
	2. Tracking Job Cost
	3. Budget versus Actual
2. Company Budgets
	1. Looking forward for success with budgets
	2. Make your budget dynamic with the impacts of day-to-day reality.
	3. Budget versus Actual
3. The difference between Cogs, Indirect Cost and Expenses
4. The difference between a Profit and Loss and the Balance Sheet
5. The power of preparing and analyzing monthly financial progress
	1. Don’t forget the Balance Sheet
	2. Look for trends
	3. Use as a tool to pivot and prepare for the future.
6. Making accounting a windshield tool rather than a rearview mirror report.

**Strategic Planning for Builders**

 Builders often get caught up in the rush of the day’s events, the seemingly never-ending flow of crisis and complexity. Taking time to creating a real strategic plan, not goals, but a plan that can address the most complex needs of the business in accounting, budgeting, project management, job cost controls, Human Resources and Profitability can improve the Company success more than anything else. Learn how to plan strategically to address the most critical needs of your business.

 We begin by understanding the power of Passion, Vision, Mission and Core Values and how they are foundational to a powerful strategic planning process.

 Effective Strategic Planning is a process based on your values and understanding your WHY. We will then learn how to use the process of identifying the ideas you want to address in your plan by conducting an exercise to identify items of “Desperation and Inspiration”. These are combined with knowing your current “Field of Play” (where are you at in your company and in the market). Finally, we will learn how to understand your assumptions of your business and the market. Now we are ready to jump in a create a very strategic plan.

 The morning of this event will set the stage of understanding the foundational and structural elements of strategic planning. The afternoon will focus on you creating your own outline of a plan and how you can engage your entire team in the planning process.

Pick the things most important for you and your company. Focus your plan on how your Project Management Team can be more strategic, how your Site Management Team can improve quality, create more powerful communication, how your Office Team can focus on supporting your financial and operational success. Every company is different. In the afternoon of this class, you get to choose and create a very specific outline for a starting outline of your own strategic planning process.

 We wrap up the day by talking about how to execute your plan through Team Member engagement and entrustment. This process is proven to support a focused approach to your company’s continued refinement and success.