

Apprenticeship training must focus on shaping the person as well as the skill set. This is a major challenge in the development of next-generation talent. Work ethic, productivity, accountability, commitment and leadership are the building blocks for the future of the industry. A curriculum that influences values and attitudes can serve the industry now and for decades to come.

Here are some of the responses to Mark Breslin's training solutions:

Survival of the Fittest

"This book and our class discussions showed me that my reputation is on the line. I am accountable." — N. Reed, Apprentice

"Survival of the Fittest told me straight up what I can, should and will do with the opportunity that has been given to me." — R. Samuels, Apprentice

"I hope Survival of the Fittest will get into the hands of all the members and become part of our apprentice program." — S. Padilla, Apprentice

Million Dollar Blue Collar

"You are right on target and it's my belief that this type of 'life lesson' is long overdue for our young people. I know many who could have used this information (probably still could) as I came up through the ranks. I commend you on this effort and hope it'll be embraced throughout the IBEW."—Frank Maio, International Representative, IBEW, Ninth District

Alpha Dogs

"I have read Alpha Dog, and thought it was right on the mark. You do some really good work in regard to our business."— Chuck Jones

"I have completed reading and making notes in Alpha Dog. It is fantastic. It hits most of the management challenges a construction company faces daily. I have distributed the book to all my managers and staff. I will be using the book a lot at team review, planning, and development meetings."—Steve Murphy, President, Murphy Industrial Coatings, Inc.



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TRAINING SOLUTIONS



APPRENTICE

WORK ETHIC
ACCOUNTABILITY
LIFE SKILLS
LEADERSHIP



WORK ETHIC Survival of the Fittest

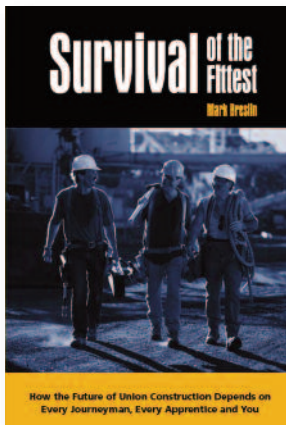


WHAT ARE THE KEYS TO APPRENTICE SUCCESS IN TODAY'S INDUSTRY?

- Appearance
- Integrity
- Commitment
- Attitude
- Work Ethic
- Personal Responsibility

Apprentices are the future of our industry. And both Union Leaders and Contractors report that there are challenges in regards to the attitudes, work ethic and appearance of many new apprentices. With an investment of tens of thousands of dollars in each of these apprentices, and as our future riding on their success, we have to focus on more than skills. It is also about teaching attitude, work ethic, values and personal responsibility.

Every new apprentice in North America needs to understand that the success, growth and future of union construction is in their hands.



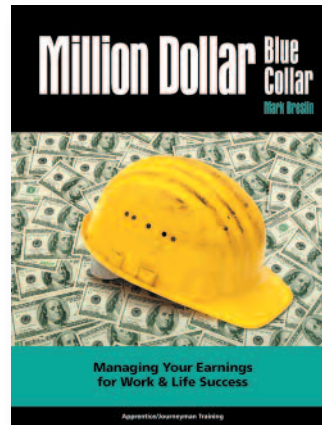
Survival of the Fittest Training can include:

- Survival of the Fittest by Mark Breslin (also available in Spanish or as an audio CD)
- Workbook
- Instruction Guide
- Rank & File Education Series DVD
- Online testing with certificate, poster & T-shirt

LIFE SKILLS Million Dollar Blue Collar

- FACTS:**
- More than 25% of tradesmen end up in serious financial trouble.
 - Financial worries impact performance.
 - Life + work success = responsible + smart financial decisions

Basic financial management is critical for union construction workers' life and work success. More than a third now report serious problems with debt. Many struggle to complete apprenticeship programs or drop out as a result. Collateral impacts include substance abuse; family impacts & crisis; poor work performance; reduced work ethic and commitment. Life skills determine work success and *Million Dollar Blue Collar* is designed to help workers with a good income manage the ups and downs of seasons, cycles and earnings in a way to improve their lives and performance.



Million Dollar Blue Collar Training Package includes:

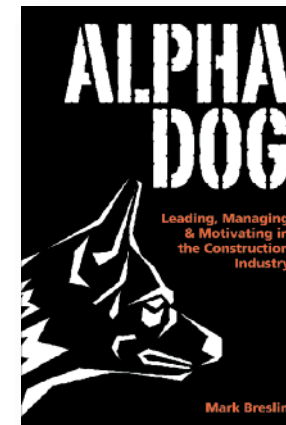
- Million Dollar Blue Collar by Mark Breslin
- Student Workbook
- Instructor Guide
- PowerPoint® Training Presentation

ALPHA DOG LEADERSHIP



DEVELOPING PROFESSIONAL CONSTRUCTION LEADERS

Construction leaders in North America manage billions of dollars and millions of craft workers each year. In tens of thousands of construction companies the competence, judgment and capacity of leaders determines the bottom line. Despite managing tens or hundreds of millions of dollars worth of work in a career, foremen, superintendents and project managers are rarely provided with leadership or management tools and training. success is defined as the ability to "bring in the job" but what is missing? New ideas, lessons and resources. These can help supervisors improve communication, motivation, accountability, quality and teamwork. Alpha Dog provides practical tools and advice for everyone on the management chain, from company President down to field supervision and even for ambitious apprentices.



Alpha Dogs Training Package can include:

- Alpha Dogs: Leading, Managing and Motivating the Construction Industry by Mark Breslin
- Discussion Guide
- Poster

Shipping: All items shipped UPS Premium. Please allow 15 days for delivery. **Sales Tax:** Delivery within California will be charged 8.25%. **Quantity Discounts:** Please email mark@breslin.biz or call 925-705-7662. **PDF Downloads:** No shipping or sales tax is charged. You will be sent an email with a download link. This link will expire after 48 hours.