

Attention Masonry Professionals

Masonry Certification Program 2021-2022: Module Nine

The North Carolina Masonry Contractors Association Certification Class Series continues
How to sharpen your business strategy during rapidly changing times.
Real-time business strategies for Masonry Contractors.

Presented by

Mark Hinderliter, PhD, CPC, Founder of Third Way Inc.

Mark Hinderliter is a Veteran-Owned Business Owner who works with small to midsize businesses to develop and implement business and people strategies to compete in this relentlessly changing business world. Prior to owning his own business, Mark enjoyed a 35 year corporate career. His experiences as a Senior Vice President for a global billion dollar company along with a PhD in Organization and Management provides an uncommon fusion of executive experience and academic credentials. Mark's approachable style, commitment to his clients and unique background makes him a trusted advisor for C-Suite Executives and their leadership teams. He supports clients with Executive Coaching, Strategy Development, Leadership and Talent Development, and consulting. Mark is the creator of a leadership program titled *Diamond Quality Leadership: Six Practices that Separate the Best Leaders from the rest*. The essential purpose of the program is to develop leaders for today's workforce. The uniqueness of the program is that the training is supported with individual coaching for each leader. It is the opposite of off-the-shelf training. It is personalized to each leader's strengths and developmental goals.

WHEN & WHERE?

Tuesday, August 30, 2022

8:00 am – 4:00 PM Lunch included

Greensboro Airport Marriott One Marriott Drive, Greensboro, NC 27409

WHO?

- **Certification Program Participants**

(Mandatory for Certified Masonry Executive CME candidates.)

This course is for owners and principals of masonry contracting companies.

- **Masonry Contracting firm owners and principals**

HOW MUCH?

\$250 (for NCMCA & MCAA members); **\$350** (non-members);

\$25 discount per student if three or more employees of one company are enrolled

Made possible in part with grants from



YES, please register me/us for *Real-time business strategies for Masonry Contractors*

Tuesday August 30, 2022 - Greensboro

Name(s) _____

Company _____

Address _____

Telephone _____ E-mail _____

Email your registration form to NCMCA at information@ncmca.com

Cancellation deadline: Wednesday August 24, 2022

No-shows will be billed. No refunds for no-shows. Call for credit card payments.

NORTH CAROLINA MASONRY CONTRACTORS ASSOCIATION

P.O. Box 3463 Hickory, NC 28603-3463 828-324-1564 www.ncmca.com

2021-2022 NCMCA Masonry Certification Program

Module Nine and Module Ten August 30 and 31, 2022

Module Nine and Module Ten together replace the no-longer-available two-day “Masonry Quality Institute” (MQI) for the same two class credits as MQI.

Module 9 – Course Outline

How to sharpen your business strategy during rapidly changing times. Real-time business strategies for Masonry Contractors.

This course will focus on:

- ✓ **Identifying your internal strengths and weaknesses**
- ✓ **Identifying opportunities and threats in your marketplace**
- ✓ **How to leverage your strengths for opportunities**
- ✓ **How to shore up your weaknesses to defend against threats**

Upcoming:

Module 10

“Building High Performance Teams and Stellar Customer Service”

Required for CME candidates, is Wednesday August 31, 2022

Location: Greensboro Airport Marriott, One Marriott Drive, Greensboro, NC 27409

Overnight accommodations

Certification Program Modules Nine and Ten are being presented on consecutive days Tuesday August 30 and Wednesday August 31, 2022 in the same location, the Greensboro Airport Marriott. The Marriott is providing a group rate for class attendees who wish to stay overnight on Tuesday. Use this link for details:

<https://www.marriott.com/events/start.mi?id=1657751828616&key=GRP>

Phone (336) 852-6450 Refer to this information when booking:

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