

## **PDG's "The 2 Minute Drill" Categories and Titles**

Five Categories of training videos:

1. Owner/Senior Leadership (O/SL)
2. Field Leaders (FL)
3. Sales (S)
4. General (G)
5. Front-Line Employee (E)

NOTE: \* Indicates videos fall under multiple categories

### A. Owners/Senior Leaders\*

1. Actions of a Real Professional Leader
2. Basic Principles to Giving Feedback\*
3. Delivering Negative Feedback Professionally\*
4. Eight "Knows" of a Leader
5. Getting More Results in Less Time (Individuals)\*
6. Getting More Results in Less time (Project Teams & Crews)\*
7. How Great Leaders Demonstrate their Respect for Workers\*
8. How to Construct a Proactive and Challenging Environment\*
9. How to Make Tough People Decisions
10. How to Put Others First
11. Inspiring Your Workers\*
12. Leadership\*
13. Leading Employees to Make Decisions\*
14. Leading Your Team in the Correction Stage
15. Leading Your Team in the Perfection Stage
16. Leading Your Team in the Reflection Stage
17. Leading Your Team in the Selection Stage
18. Motivating Today's Workers\*
19. On-boarding New Employees
20. Poised to Lead Teamwork
21. Progressive Discipline: Part I \*
22. Progressive Discipline: Part II\*
23. RESPECT Your Workers\*
24. Retaining Good Workers\*
25. Scripting Peak Performance in Workers\*

26. Talking to Customers\*
27. The ACTS of Leadership
28. The Art of Delivering Bad News\*
29. The Cost of Looking for Stuff\*
30. The Four Phases of Teamwork
31. The Next Week Look Ahead\*
32. The Power of Your Vision\*
33. What Millennials Want from Leaders\*

## B. Field Leaders

1. Actions of a Real Professional Leader\*
2. Basic Principles to Giving Feedback\*
3. Characteristics of a Championship Coach
4. Coaching the “Construction-Challenged” Worker
5. Coaching the “Natural” Employee
6. Delivering Negative Feedback Professionally\*
7. Developing Trust\*
8. Foreman Gone Down
9. Foreman to Crew Worker Communications
10. Getting More Results in Less Time (Individuals)\*
11. Getting More Results in Less time (Project Teams & Crews)\*
12. How Great Leaders Demonstrate their Respect for Workers\*
13. How to Construct a Proactive and Challenging Environment\*
14. How to Make Tough People Decisions
15. How to Put Others First
16. Inspiring Your Workers\*
17. Leadership\*
18. Leading Employees to Make Decisions\*
19. Leading Your Team in the Correction Stage
20. Leading Your Team in the Perfection Stage
21. Leading Your Team in the Reflection Stage
22. Leading Your Team in the Selection Stage
23. Motivating Today’s Workers\*
24. Organization\*
25. Progressive Discipline: Part I \*
26. Progressive Discipline: Part II\*
27. RESPECT Your Workers\*

28. Retaining Good Workers\*
29. Scripting Peak Performance in Workers\*
30. Talking to Customers\*
31. Teamwork ... For Crews
32. The Art of Delivering Bad News\*
33. The Cost of Looking for Stuff\*
34. The Crew Huddle: AM Version
35. The Crew Huddle: PM Version
36. The Four Phases of Teamwork
37. The Next Week Look Ahead\*
38. The Power of Your Vision\*
39. The Primary Actions of a Leader & Coach (I & II)
40. Traits of Effective Teamwork
41. What Millennials Want from Leaders\*

### C. Sales

1. Asking for the Sale
2. Overcoming Customer Objections
3. Preparing For The Sales Call
4. *Questions to Separate* Yourself from Competitors
5. Selling the Conformist Customer
6. Selling the Dominant Customer
7. Selling the Extrovert Customer
8. Selling the Patient Customer
9. Selling Yourself...Making Your First Impression
10. Sensitive to Customers' Hot Buttons
11. So...Putting More Challenger into Your Sales Approach
12. Study Your Customer
13. The 10 Points of Contact: Part 1 & Part 2
14. The Five Most Important Questions
15. The Mental Preparation of a Champion Construction Sales Professional
16. The Professional Salesman's Strategy
17. The Psychology of Sales
18. What the "More Than Price Alone" Sales Professional Have that Others Do Not!
19. Winning New Customers

## D. General

1. Accountability
2. Active Listening
3. Developing SMART Goals
4. Developing Trust\*
5. Finding the Best Employees, Part I
6. Finding the Best Employees, Part II
7. Key Employee Values: Commitment
8. Key Employee Values: Continuous Improvement
9. Key Employee Values: Courage
10. Key Employee Values: Empowerment
11. Key Employee Values: Innovation
12. Key Employee Values: Integrity
13. Leadership\*
14. Maintaining a Positive Attitude
15. Organization\*
16. Talking to Customers\*
17. The Advantages of Integrity
18. The Cost of Looking for Stuff\*
19. The Power of Your Vision\*

## E. Front-Line Employees

1. "Nice Guys" Really Do Finish 1<sup>st</sup>
2. Accountability: Finishing What You Start
3. Asking Questions that Count
4. Bringing Work & Family into Balance
5. Building Others Up
6. Communicate Clearly & Consistently
7. Finding Your Position on the Team
8. Getting Along with Co-Workers
9. Having a Vision for Growth
10. How to Lead Without Being the Leader
11. How to Meet and Greet Others
12. How to Shake Hands & Other Body Language Tips

13. Organize Your Day
14. Organize Your Life
15. Prepare a “Next Week” Mindset
16. Prepare for Meetings
17. The Making of a Thoroughbred Employee
18. Turning Feedback into Performance Improvement
19. Understanding the Competitive Profile
20. Understanding the Detailed Oriented Profile
21. Understanding the Easy Come; Easy Go Profile
22. Understanding the People Oriented Profile
23. Winning the Respect of Peers