

Retooling the U.S Housing Industry Executive Workshop

Day One – March 22, 2018

Module	Purpose	Objective	Time
Breakfast/Registration			7:00–8:00
Intro	Introductions	Round-the-Room Introductions Why You Build Homes/Support Builders	8:00-8:40
Background	Housing: The Visible Future Agenda Review	Overview of What We Know with Certainty is Coming to Housing Industry Agenda Review	8:40–9:05
Welcome	Innovation Showcase	Learn About New Innovations from Panasonic	9:05-9:20
Module 1: Community Experience Matters			
1a	What Delivers a Better Community Experience	Identify Three Critical Factors that Assure a Better Community Experience	9:20-9:50
1b	Group Discussion	Discuss Community Development Opportunities	9:50-10:20
1c	Benchmark Your Development Practices	Complete/Discuss Self-Assessment Worksheet	10:20-10:40
1d	Innovation Showcase	Learn About New Innovations from Cobalt Creed	10:40-10:55
Break			10:55-11:10
Module 2: Design Experience Matters			
2a	What is Good Housing Design	Identify Five Critical Factors that Assure Good Housing Design	11:10-11:40
2b	Group Discussion	Discuss Good Housing Design Opportunities	11:40-12:20
Lunch			12:20-1:20
2c	Benchmark Your Housing Designs	Complete/Discuss Self-Assessment Worksheet	1:20-1:40
2d	Innovation Showcase	Learn About New Innovations from Huber Engineered Woods	1:40-1:55
Module 3 Quality Experience Matters			
3a	What is Quality Home Construction	Identify Three Critical Factors that Assure Quality Construction	1:55-2:30
Break			2:30-2:45
3b	Group Discussion	Discuss Quality Home Construction Opportunities	2:45-3:25
3c	Benchmark Your Quality Home Construction	Complete/Discuss Self-Assessment Worksheet	3:25-3:45
3d	Innovation Showcase	Learn About New Innovations from BASF	3:45-4:00
Wrap-up	Day One	Review Discussion/Key Points/ Discuss Day Two	4:00-4:15
Break			4:15-5:30
Dinner			5:30-7:00

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Day Two – March 23, 2018

Module	Purpose	Objective	Time
Breakfast			7:00-8:00
Module 4: Sales Experience Matters			
4a	Innovation Showcase	Learn about New Innovations from REHAU	8:00-8:15
4b	What is Effective Home Sales	Identify Three Critical Factors that Assure Effective Home Sales	8:15-8:50
4c	Group Discussion	Discuss Effective Homes Sales Opportunities	8:50-9:25
4d	Benchmark Your Home Sales System	Complete Effective Home Sales Self-Assessment Worksheet	9:25-9:45
4e	Innovation Showcase	Learn About New Innovations from RenewAire	9:45-10:00
Break			10:00-10:15
Module 5: Performance Experience Matters			
5a	What is High-Performance	Identify Five Critical Factors that Assure High-Performance Homes	10:15-10:50
5b	Group Discussion	Discuss High-Performance Home Opportunities	10:50-11:20
5d	Benchmark Your Home-Performance	Complete/Discuss Self-Assessment Worksheet	11:20-11:40
5d	Innovation Showcase	Learn About New Innovations from Portland Cement Association	11:40-11:55
Lunch			11:55-1:00
Module 6: Taking Action Matters			
6a	Putting it All Together	The Retooled Home of the Future	1:00-1:15
6b	Complete Self-Assessment	Complete Self-Assessment Spider Diagram for Your Home Business	1:15-1:30
6c	Identify Innovations for Immediate Action	Identify High-Priority Innovation and Improvement Actions	1:30-1:45
6d	Group Discussion on Self-Assessment Results	Learn from Each Other About Highest Priority Opportunities to Innovate and Improve Your Businesses	1:45-2:15
Wrap-Up	Review/Next Steps	Identify Next Steps for Moving Forward What Worked and Could Be Improved	2:15-2:30
Adjourn			2:30