

Retooling the U.S Housing Industry Executive Workshop

May 4-5, 2017

Leesburg, VA

Workshop Information

Attendees

15 - 20 leading builder executives

Sponsors:

Official:

- Panasonic

Gold:

- Unico Inc.
- Huber Engineering
- RenewAire
- Zola Windows
- BASF
- Portland Cement Association

Purpose:

The American consumer is becoming increasingly informed at an exponentially accelerating rate. Although the housing industry has been somewhat isolated from the resulting innovation imperative, that is rapidly changing. Over 90 percent of buyers currently research the web before visiting a builder. That's up over 250 percent from five years ago. Now the amount of accessible content is also about to explode. There are too many web business opportunities for it not to. This workshop has invited a select group of home builder executives to examine each core element of the housing industry for opportunities to apply proven innovations and prepare for this paradigm shift. This will be enhanced by collaborating and sharing lessons learned among the participating senior executives. A rising tide raises all boats and the housing industry can best improve by working together. This workshop will begin the process for each home builder attending.

Desired Outcome:

- Understanding the visible future based on hard trends
- Self-assessment of sustainable development practices for each builder
- Self-assessment of good housing design practices for each builder
- Self-assessment of high-performance home practices for each builder
- Self-assessment of quality home construction practices for each builder
- Self-assessment of effective home sales practices for each builder
- Action plan for each builder identifying top three high-priority innovation opportunities

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Day One – May 4, 2017

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: Sustainable Development Matters			
1a	Define What is Sustainable Development	Identify Three Critical Factors that Assure Sustainable Development	9:20-9:50
1b	Group Discussion	Discuss Sustainable 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 Unico Inc.	10:40-10:55
Break			10:55-11:10
Module 2: Good Design Matters			
2a	Define 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: High-Performance Matters			
3a	Define What is High-Performance	Identify Five Critical Factors that Assure High-Performance Homes	1:55-2:30
Break			2:30-2:45
3b	Group Discussion	Discuss High-Performance Home Opportunities	2:45-3:25
3c	Benchmark Your Home-Performance	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 – May 5, 2017

Module	Purpose	Objective	Time
Breakfast			7:00-8:00
Module 4: Quality Home Construction Matters			
4a	Innovation Showcase	Learn about New Innovations from Zola European Windows	8:00-8:15
4b	Define What is Quality Home Construction	Identify Three Critical Factors that Assure Quality Construction	8:15-8:50
4c	Group Discussion	Discuss Quality Home Construction Opportunities	8:50-9:25
4d	Benchmark Your Quality Home Construction	Complete/Discuss 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: Effective Home Sales Matters			
5a	Define What is Effective Home Sales	Identify Three Critical Factors that Assure Effective Home Sales	10:15-10:50
5b	Group Discussion	Discuss Effective Homes Sales Opportunities	10:50-11:20
5c	Benchmark Your Home Sales System	Complete Effective Home Sales 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