

Retooling the U.S Housing Industry Executive Workshop

Day One – June 20, 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 – June 21, 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 |