

Retooling the U.S Housing Industry Executive Workshop

September 19-21, 2018

Aspen, CO

Workshop Information

Attendees

Sponsors:

Official:

- Panasonic

Gold:

- Huber Engineered Woods
- RenewAire
- Portland Cement Association
- Mitsubishi Electric Trane HVAC
- BASF
- Extreme Panel
- AeroBarrier

Purpose:

Housing is ripe for disruption based on critical 'hard' trends looming ahead. An industry slow to adopt new change can no longer sit on the sidelines waiting to exploit proven innovations. A select group of home builder executives have been invited to examine each core element of the housing industry for opportunities to 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 community development practices for each builder
- Self-assessment of 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 – September 20, 2018

Module	Purpose	Objective	Time
Breakfast/Registration			7:00–8:00
Intro	Overview	Set Expectation for Workshop Learn About Each Other	8:00-9:15
Background	Why Time to Retool the Housing Industry	The New Housing Reality Why Disruption Finally Coming to Housing Benchmarking Housing Agenda Review	9:15–10:15
S-1	Innovation Showcase	Learn About Fan/Ventilation Innovations from Panasonic	10:15-10:30
Break			10:30-10:45
Module 1: What is a Great Community Experience			
1a	What is a Great Community Experience	Identify Three Factors that Assure a Great Community Experience	10:45-11:25
1b	Benchmark Your Development Practices	Complete/Discuss Self-Assessment Worksheet	11:25-11:40
1c	Share Ideas	Discuss Community Experience Key Take-Aways, Actions	11:40-12:05
S-2	Innovation Showcase	Learn About Ventilation Innovations from Renewaire	12:05-12:20
Lunch			12:20-1:20
S-3	Innovation Showcase	Learn About Air Sealing Innovations from AeroBarrier	1:20-1:35
Module 2: What is Great Housing Design			
2a	What is a Great Design Experience	Identify Five Critical Factors that Assure Great Housing Design	1:35-2:15
2b	Benchmark Your Housing Designs	Complete/Discuss Self-Assessment Worksheet	2:15-2:30
2c	Share Ideas	Discuss Design Experience Key Take-Aways, Actions	2:30-2:55
S-4	Innovation Showcase	Learn About Enclosure Innovations from Huber Engineered Woods	2:55-3:10
Break			3:10-3:25
S-5	Innovation Showcase	Learn About Concrete Innovations from Portland Cement Association	3:25-3:40
Module 3 What is a Great Quality Experience			
3a	Learn What is a Great Quality Experience	Identify Three Critical Factors that Assure Quality Construction	3:40-4:20
3b	Benchmark Your Quality Experience	Complete/Discuss Self-Assessment Worksheet	4:20-4:35
3c	Share Ideas	Discuss Quality Experience Key Take-Aways, Actions	4:35-5:00
Wrap-up	Day One	Review Discussion/Key Points/ Discuss Day Two	5:00-5:10
Break			5:10-6:30
Dinner			6:30-7:45

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Day Two – September 21, 2018

Module	Purpose	Objective	Time
Breakfast			7:00-8:00
S-6	Innovation Showcase	Learn about Continuous Thermal Barrier from BASF	8:00-8:15
Module 4: Sales Experience Matters			
4a	What is a Great Sales Experience	Identify Three Critical Factors that Assure Effective Home Sales	8:15-9:00
4b	Benchmark Your Home Sales System	Complete Effective Home Sales Self-Assessment Worksheet	9:00-9:15
4c	Share Ideas	Discuss Sales Experience Key Take-Aways, Actions	9:15-9:45
S-7	Innovation Showcase	Learn About Panelized Construction Innovations from Extreme Panel	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	10:15-11:00
5b	Benchmark Your Home-Performance	Complete/Discuss Self-Assessment Worksheet	11:00-11:15
5d	Share Ideas	Discuss Performance Experience Key Take-Aways, Actions	11:15-11:45
S-8	Innovation Showcase	Learn About Comfort Innovations from Mitsubishi Electric Trane HVAC	11:45-12:00
Break			12:00-12:10
Module 6: Taking Action Matters			
6a	Putting it All Together	The Retooled Home of the Future	12:10-12:35
6b	Complete Self-Assessment/Actions	Complete Self-Assessment Spider Diagram for Your Home Business Identify High-Priority Actions	12:35-12:50
6c	Group Discussion on Self-Assessment Results	Learn from Each Other About Highest Priority Opportunities to Innovate and Improve Your Businesses	12:50-1:15
Wrap-Up	Review/Next Steps	Identify Next Steps for Moving Forward Complete Evaluation	1:15-1:30
Lunch/Adjourn			1:30