

Retooling the U.S Housing Industry Executive Workshop

June 6-7, 2019

Leesburg, VA

Workshop Information

Attendees

20 – 22 Builder
Executives

Sponsors:

Official:

- Panasonic

Gold:

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

Purpose:

Housing is ripe for disruption based on new business realities creating a consumer experience imperative and five industry crises threatening all builders. An industry that has been 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 opportunities to optimize five key consumer experiences, collaborate and share lessons learned, and become part of a network for continued improvement. 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 opportunities to improve their customer experience

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Day One – June 6, 2019

Module	Purpose	Objective	Time
Breakfast/Registration			7:00–8:00
Intro	Overview	Set Expectations for Workshop Learn About Each Other	8:00-9:00
Background	Why Time to Retool the Housing Industry	The New Housing Reality Five Housing Crises Why Disruption Finally Coming to Housing Benchmarking Housing Agenda Review	9:00–10:15
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	10:45-11:30
1b	Benchmark Your Development Practices	Complete Self-Assessment Worksheet	11:30-11:40
1c	Share Ideas	Discuss Community Experience Self-Assessment, 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 Panelized Construction Innovations from Extreme Panel	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	1:35-2:20
2b	Benchmark Your Housing Designs	Complete Self-Assessment Worksheet	2:20-2:30
2c	Share Ideas	Discuss Design Experience Self-Assessment, 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			3:10-3:40
Module 3 What is a Great Quality Experience			
3a	Learn What is a Great Quality Experience	Identify Three Critical Factors that Assure Quality Construction	3:40-4:25
3b	Benchmark Your Quality Experience	Complete Self-Assessment Worksheet	4:25-4:35
3c	Share Ideas	Discuss Quality Experience Self-Assessment, Key Take-Aways, Actions	4:35-5:00
Wrap-up	Day One	Review Key Discussion Points Review Day Two	5:00-5:15
Break			5:15-6:30
Dinner			6:30-7:45

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Day Two – June 7, 2019

Module	Purpose	Objective	Time
Breakfast			7:00-8:00
S-5	Innovation Showcase	Learn about Continuous Thermal Barrier Innovations 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	8:15-9:05
4b	Benchmark Your Home Sales System	Complete Self-Assessment Worksheet	9:05-9:15
4c	Share Ideas	Discuss Sales Experience Self-Assessment, Key Take-Aways, Actions	9:15-9:40
S-6	Innovation Showcase	Learn About Air Sealing Innovations from AeroBarrier	9:40-9:55
Break			9:55-10:20
Module 5: Performance Experience Matters			
5a	What is High-Performance	Identify Five Critical Factors that Assure High-Performance Homes	10:20-11:10
5b	Benchmark Your Home-Performance	Complete Self-Assessment Worksheet	11:10-11:20
5d	Share Ideas	Discuss Performance Experience Self-Assessment, Key Take-Aways, Actions	11:20-11:45
S-7	Innovation Showcase	Learn About Comfort Innovations from Mitsubishi Electric Trane HVAC	11:45-12:00
Break			12:00-12:15
Module 6: Taking Action Matters			
6a	Workshop Summary	The Retooled Home of the Future	12:15-12:35
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