

## Construction Showcase

Date: Wednesday 21<sup>st</sup> June 2017, 09:00 – 17:00

- 09:00 – 09:30 **Arrival and Refreshments**
- 09:30 – 10:00 **Karim Pabani** - Ex CFO at EC Harris
- 10:00 – 11:15 **Business Essentials** – a board-based simulation where participants run their own business, understanding the core concepts of Profit and Cashflow whilst operating in a competitive market place
- 11:15 – 11:30 **Refreshment Break**
- 11:30 – 12:30 **Business Essentials**
- 12:30 – 13:00 **Lunch and Networking**
- 13:00 – 13:30 **Alice Huxley** - Head of Learning & Development at Taylor Wimpey
- 13:30 – 15:00 **Working Together to Build Value** – a board-based simulation where participants run a house building business, covering all processes from land acquisition through to sales with a focus on collaboration and the breakdown of internal silos
- 15:00 – 15:15 **Refreshment Break**
- 15:15 – 16:15 **Working Together to Build Value**
- 16:15 – 16:45 **Stuart Baker** - Head of Training & Implementation at SIG
- 16:45 - 17:00 **Summary & Close**
- 17:00 **Drinks Reception and Networking**

\*Please note content is subject to change

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## An Open Day for the Construction and Supporting Industries

Construction Showcase: Wednesday 21<sup>st</sup> June 2017  
The Tower Hotel, London

For more information, please contact:

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## Background

We live in a VUCA world, and the volatility, uncertainty, complexity and ambiguity is perfectly demonstrated by the continuing fallout from the Brexit vote in June last year. The lack of clarity for the future is felt particularly keenly across the Construction Industry.

The Construction Products Association<sup>1</sup> and Glenigan<sup>2</sup> forecasts predict a mixed bag for the construction industry over the next few years. On the one hand, private investment into commercial, retail and factory projects is predicted to fall. Meanwhile, for private housing, infrastructure, health and education, investment is stable or rising.

Many companies are seeing competing challenges throughout their businesses.

When you break down the key focus areas, the critical business pressure points remain:

- To increase revenues
- To maintain or increase profit margins
- Better collaboration within and between businesses

## Purpose of the event

To demonstrate ways in which 3 companies have used Experiential Learning to address these issues successfully, and allow attendees to experience some of the gamified learning for themselves.

## Event Structure

Delegates will use simulations that have been used by construction companies. The immersive nature of gamified learning will be experienced and easily associated with challenges in their business.

Interspersed with the gameplay, our speakers will tell the stories of how they used these 'learning by doing' techniques in their own businesses and demonstrate the material impacts on the business as a result.

1 <http://www.constructionproducts.org.uk/news-media-events/news/2016/october/cpa-forecasts-mixed-picture-for-construction-in-2017-and-2018-due-to-impact-of-uncertainty/>  
2 <http://cic.org.uk/admin/resources/cic-13-september-2016-slides-allan-wilen.pdf>

## Speakers

**Karim Pabani** – Ex CFO at EC Harris

As the CFO of EC Harris, Karim was looking for an initiative to act as the lynchpin of a transformation strategy for the business. Find out how a game developed with ProfitAbility has contributed to an increase in revenue of 12%.

**Alice Huxley** – Head of Learning & Development at Taylor Wimpey

Alice was tasked with designing a training course to increase collaboration across the business, and ensure that managers knew the impacts their decisions had on the rest of the business. The training is currently being rolled out across the business.

**Stuart Baker** – Head of Training & Implementation at SIG

SIG needed to develop training that had a material impact on the culture of the sales teams, in order to drive an increase in gross profit. Stuart will talk about how the training was designed, and the profit increase experienced as a result of rolling it out.

## Who should attend?

This event is aimed at leaders in HR, Learning and Development, and Business Function Heads who are interested in exploring effective ways to transform their business culture or performance.

## Networking

As well as plenty of opportunities to network throughout the day, a drinks reception will be held after the event hosted by ProfitAbility.

## Where and when

Join us at [The Tower Hotel in London](#) on **Wednesday 21<sup>st</sup> June 2017**.

To register go to the open days tab on [www.profitability.com](http://www.profitability.com)

We hope you can join us after the event for a drinks reception at the venue and look forward to meeting you on the day.

## Cost

The event is free!