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7 Habits of Effective Leadership

Understanding leadership characteristics and which we should implement can be an overwhelming process and an impossible task. Most leaders want to be better, but where do they start, what characteristics are the most important? In this presentation, participants will look at a variety of leadership characteristics and then work to narrow down what are their top 7 characteristics and how they can implement them in their own day to day interaction.

Learning Outcomes:

- Review various leadership characteristics and their impact to being a good leader.
- Work with breakout groups to discuss the top 15 characteristics
- Create an action plan to implement 7 characteristics into your own leadership approach.

Sticks and Bricks of Customer Service

The customer experience in integral is every transaction, including home building. Often, the simple and basics of a quality customer service program are overlooked, not implemented effectively, or simply ignored. As the largest investment most customers ever make, emotions run high during the home building process. Builders have a great opportunity to provide an unexpected level of customer service by taking an honest look at their current program and implementing a few basic, foundational concepts they may be missing.

Learning outcomes:

- Understand the power of performance guidelines.
- Introduction to a proactive customer service program that works.
- Understand the power of focusing on Customer Expectation Management (CEM)

Brad began his career in the home building industry working with his father while in high school. Brad expanded his experience as division president of a regional a home building company, CFO of a worker's compensation carrier and as president of a local custom-building company. Brad worked for seven (7) years as CFO of Magleby Construction and continues at Magleby as Vice President working on new affiliated companies. Strategic Planning is an integral feature in Magleby's success including multi-state and international expansions. Brad earned his BA from the University of Utah, his MBA from Westminster College and is currently enrolled in a Doctoral of Business Administration program. Brad is past president of the Utah Valley Home Builder's Association and serves as a member of the National Association of Home Builders Board of Directors. Currently Brad serves NAHB as Area 13 National Area Chairman (NAC). Brad was the 2014 president of Utah County Habitat for Humanity and was awarded the Silver Beaver for his work with the Boy Scouts of America. Brad has been a licensed real estate broker for 40 years. Brad is married to Shawn; they have four kids and a grandson.