

Imagine If ....



DEVELOPING

INDUSTRY

LEADERS



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NRMCA'S

CONCRETEWORKS

2024

DENVER, CO | OCTOBER 10 - 14 | #cworks2024

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# Today’s Agenda

**How we got here:** A brief history of the DIL program, Jeannette


**Where we are:** A look at the most recent DIL program design, Jeannette

**The case for change:** Should DIL change and should it change now?, Cassie


**What we’ve heard:** Results from DIL alumni survey, Delta

**Your chance to contribute:** Share your ideas live in real life!, John

**What happens next:** Stay informed or stay involved, your choice!, Jeannette



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SETH’S BLOG

Every presentation worth doing  
has just one purpose

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SETH’S BLOG

### Every presentation worth doing has just one purpose

To make a change happen.

*No change, no point.* A presentation that doesn't seek to make change is a waste of time and energy.

Before you start working on your presentation, the two-part question to answer is, "who will be changed by this work, and what is the change I seek? "

The answer can be dramatic, "I want this six million dollar project approved."

More likely, it can be subtle, "I want Bob to respect me more than he does."

Most often, it's, "I want to start a process that leads to action."

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## Twenty Years of Leaders

2004	2005	2006	2007	2008
15	0	11	21	12
2009	2010	2011	2012	2013
6	3	9	4	4
2014	2015	2016	2017	2018
14	17	21	22	28
2019	2020	2020	2021	2022
28	18	28	25	25
2023	2024	2025?		
26	0			



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## Timeline of Strategic Focus\*

2007 to 2010 2010 to 2013 2013 to 2016	Vision 2020	2017 to 2020	2023 to 2025
<b>Goal 2 – EDUCATION</b> Provide educational programs with impact and value designed to expand, promote and improve the ready mixed concrete industry.	<b>Goal 2.1 - EDUCATION</b> Assure NRMCA provides the industry an avenue to excellence in sustainable construction, technical knowledge, operational efficiency and productivity, supervision, safety, and environmental stewardship.	<b>Goal 5 - WORKFORCE</b> Provide programs and insight to support member recruitment, selection, hiring, career development and retention efforts to ensure a highly-engaged, superior workforce.	<b>Goal 4 - WORKFORCE</b> Enhance member recruitment, selection, hiring, career development and retention efforts to ensure a highly engaged, superior workforce.
<b>Tactic 2.2.3</b> Implement a continuous leadership development program for the industry. (2007 to 2010 only)	<b>Tactic 2.1.1</b> Developing Industry Leaders Program: One group per year to work on industry-wide Specific issues, with a goal of 200 graduates Through 2020.	<b>Tactic 5.1.1</b> Developing Industry Leaders Program: Two-year program followed by individual participation on NRMCA committee that looks toward national challenges and solutions.	<b>Tactic 4.2</b> Develop education and Training programs for the industry’s workforce.

\* From NRMCA’s strategic plans

## About the Program, 1 of 2

NRMCA’s Developing Industry Leader (DIL) program offers a limited number of company-nominated middle managers the unique opportunity to network with peers and senior leaders from across the country while also learning about issues (and solutions) facing the ready mixed concrete industry.

This is a career-long experience; it is not bound by age or geography or time; it is not a short-term perk. Once the initial two-year program ends, DIL’s are expected to participate in DIL alumni and leadership events as well as other NRMCA activities. Ongoing involvement builds the pipeline of future, industry-knowledgeable leaders.



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## About the Program, 2 of 2

As a result, DIL nominations are driven from within a company. Chosen candidates should be ready to expand their leadership skills over the years through multiple venues throughout the United States. Candidates must be employed by an NRMCA member, NRMCA bureau member, or state affiliate association.

The program was founded in 2004 and boasts almost 250 alumni.

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## Most Recent Program Design, 1 of 2

- **Process:** All applicants accepted, \$250 registration fee
- **Area of Interest:** Each member ranks topics of interest
- **Team Composition:** Teams assigned based on area of interest
- **Guidance:** NRMCA staff mentors teams based on expertise
- **Networking:** Attendance at required conference sessions
- **Exposure:** Industry leadership and issues at events.
- **Outcome:** Project-based learning published and presented on industry-related topic.

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# Why change now?

- Celebrating 20 years, a good time to reflect
- 2025 strategic planning underway, a good time to align
- Personnel changes at NRMCA, a good time to review
- Mixed anecdotal feedback, a good time to balance
- It’s always a good time for continuous improvement



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## What We’ve Heard (2014 to 2024)

I think it is a very valuable program.

I would have like the option to learn about topics that interest me vs focusing on an assigned topic that most people didn’t care about.

I really enjoyed the DIL program.

Great program and learning experience.

It just felt like a bunch of busy work instead of a structured curriculum.

I really enjoyed collaborating with other peers and look forward to staying in touch for years to come.

The projects were not beneficial.

Most of the people in my team didn’t pull their weight for the project and it was unfair.



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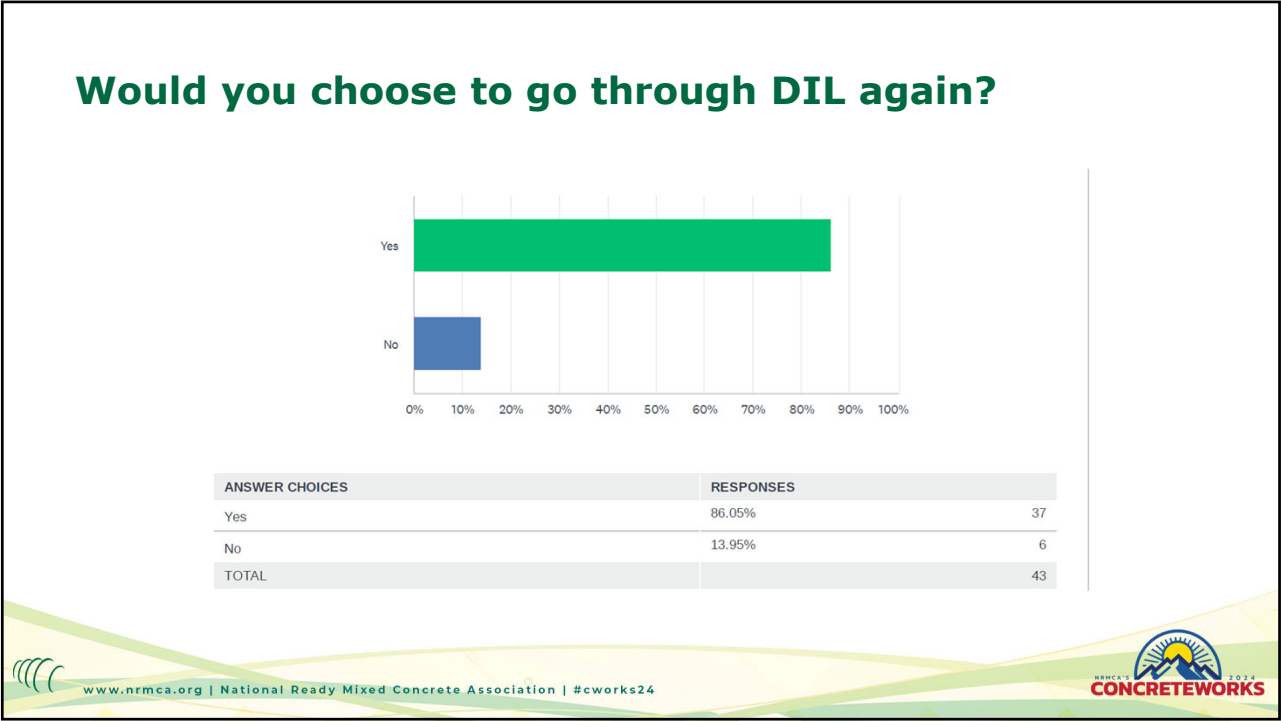


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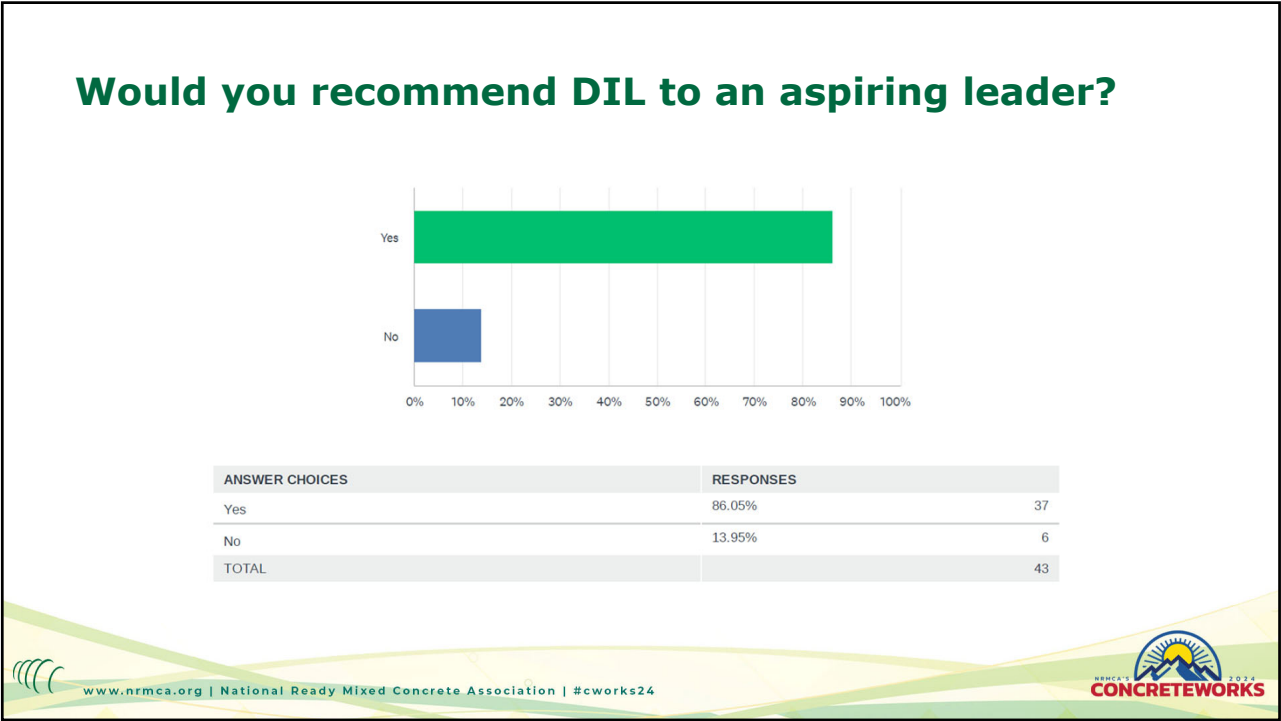


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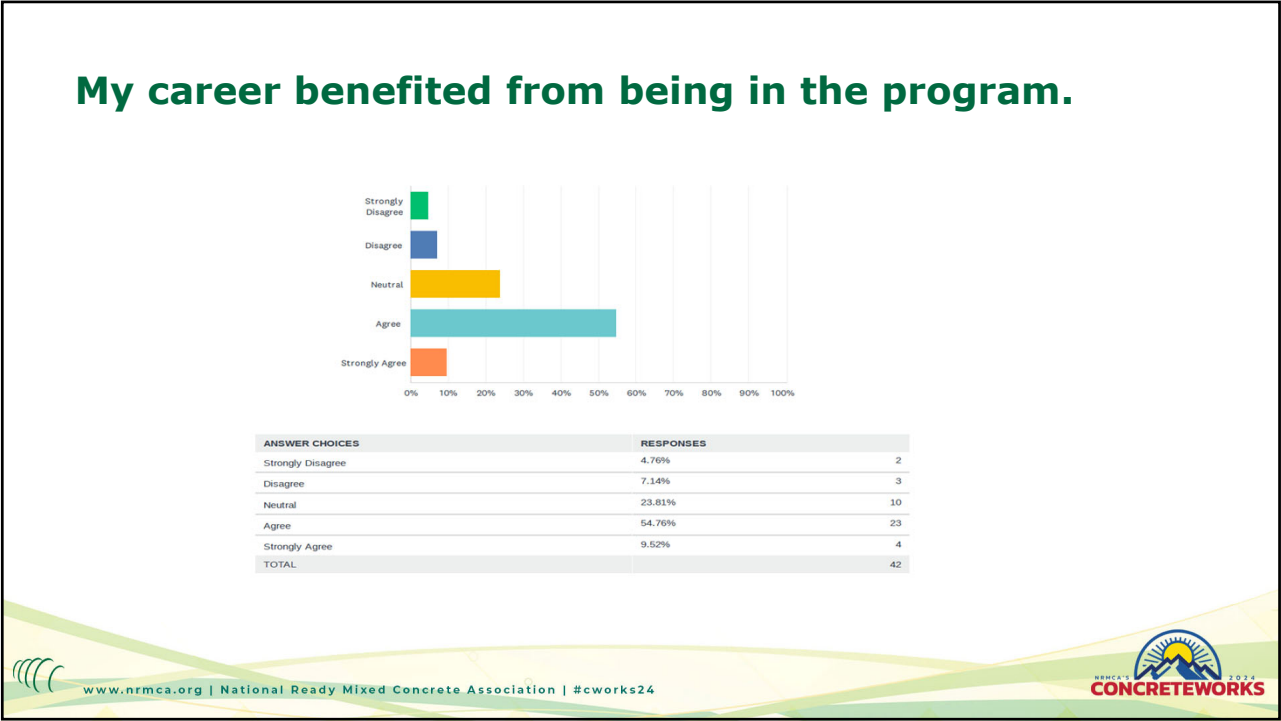


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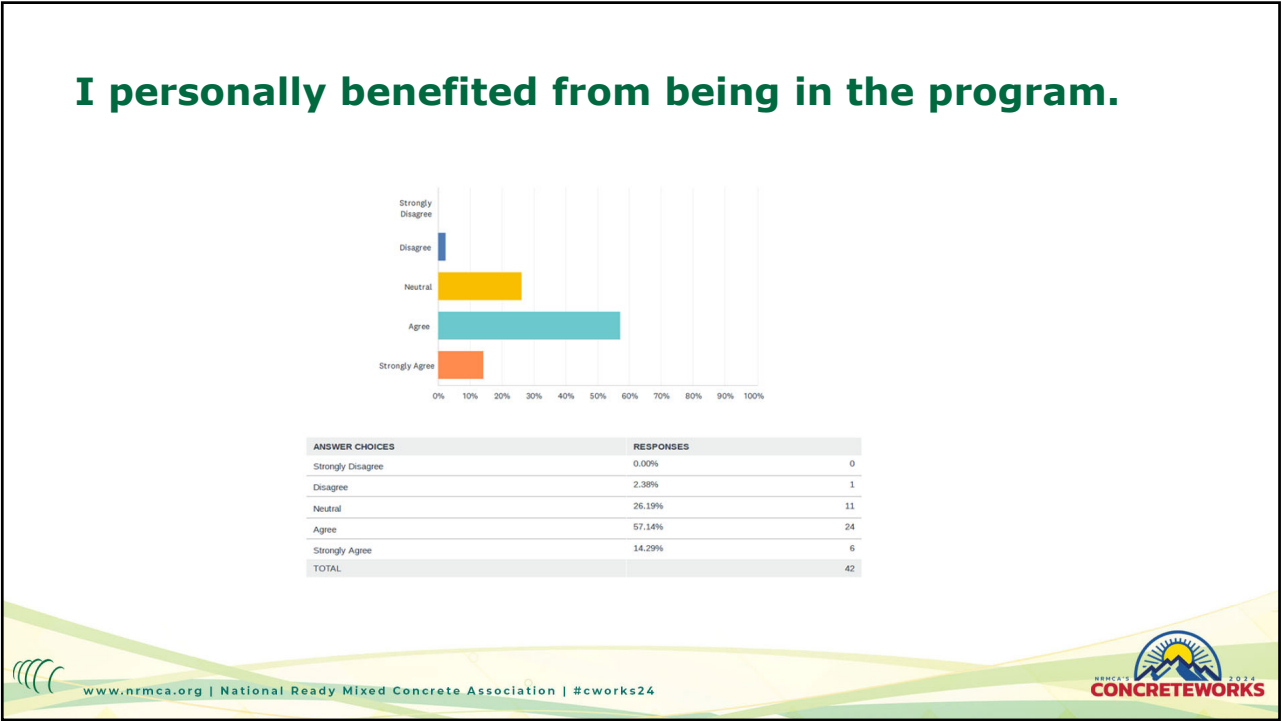


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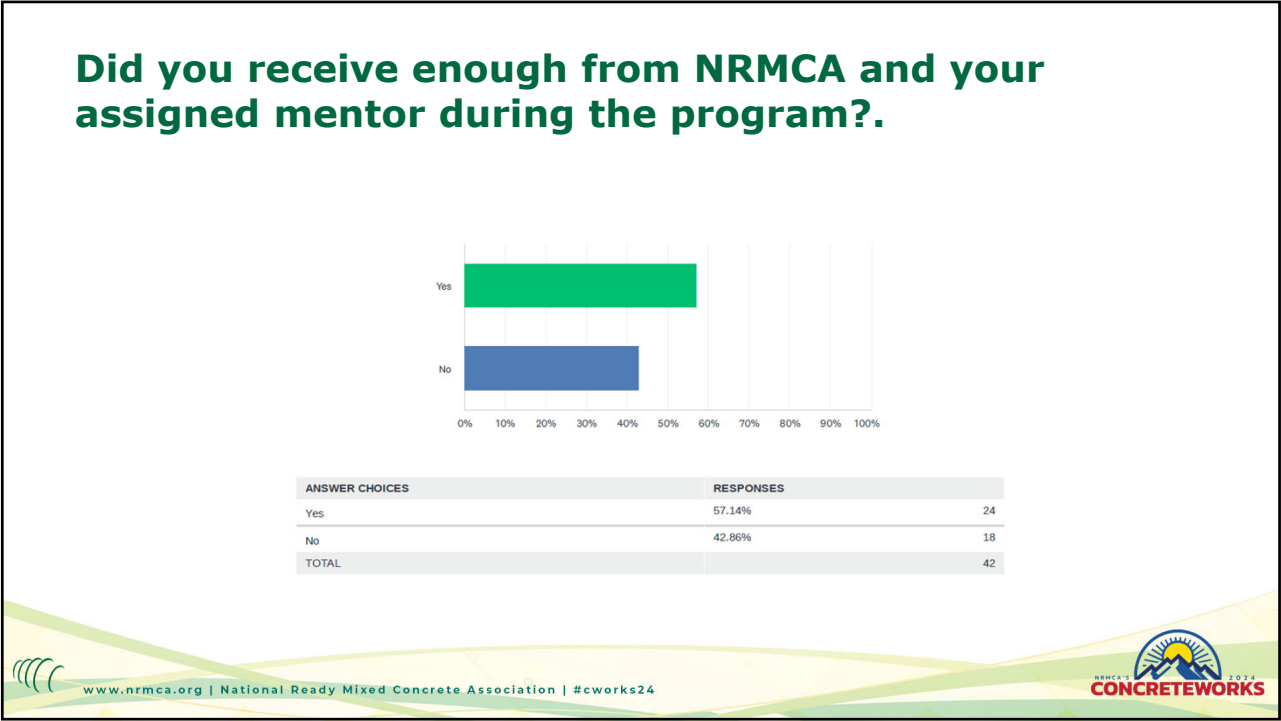




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**In one word, what is the hallmark of a world-class leadership program?**

① Start presenting to display the poll results on this slide.

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**What issues or topics should a leader in ready mixed concrete KNOW about?**

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**What SKILLS should a leader in ready mixed concrete have?**

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**In your opinion, what pre-requisites should DIL require (if any)?**

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**In your opinion, what is a reasonable amount of time to expect learners to commit to DIL (per quarter)?**

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**In your opinion, should acceptance to DIL be competitive or open?**

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In your opinion, what would be **MOST** valuable to include in the new DIL program?

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In your opinion, what would be **LEAST** valuable to include in the new DIL program?

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**What are your ideas for purposeful networking events?**

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**If there were no limits, what might a new DIL program include?**

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# What happens next?

October: We compile survey results (open through ConcreteWorks)!

October: We organize your feedback from today’s poll (thank you)!


November: We invite you to participate in a virtual focus group

January: We publish all the feedback with a preliminary program design


March: We develop the blueprint and share at Annual Convention

April: We launch communication plan

June: We open application window



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