



HARDHAT BIZCOACH BIZ-BUILDER BLUEPRINT SYSTEM

Construction Business Coaching For Commercial
General Contractors, Civil Contractors & Subcontractors

CONSTRUCTION BUSINESS MASTERY COACHING SERVICES



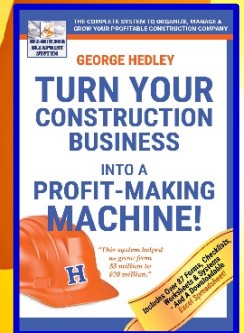
George Hedley CPBC CSP
Certified Professional Business Coach
Certified Speaking Professional
HARDHAT BIZCOACH
Commercial Construction Business Expert



We Help Contractors Grow, Systemize & Increase Profits!

We Provide Hands-On Coaching & Proven Systems For \$5 To \$150 Mil Commercial Construction Business Owners.

- Build A Self-Managed, Self-Growing & High-Profit Company.
- Attract Higher Margin Clients & Build Accountable Teams.
- Regain Freedom & Efficiency With Systemized Operations.
- Turn Your BIZ Into A Profit-Making Machine.



GEORGE HEDLEY A Construction BIZCOACH Who Has Actually Done It!



- ✓ Founded & Built My \$50 Million Commercial General Contracting Company in Only 7 Years!
 - 150 Employees, GC and Concrete Division
 - Completed >750 Projects, >15M SF, >\$700M
- ✓ As BIZCOACH, I Work With Commercial Construction Business Owners & Managers Including:
 - General Contractors, Builders & Subcontractors
 - Specialty Trades, Service & Industrial Contractors
 - Civil, Earthwork, Site & Utility Contractors

Not just a coach and mentor, George understands and knows and what it takes to build, grow and manage a profitable, systemized and organized construction company. With over 45 years of real-world experience as an owner, estimator, project manager, superintendent, estimator and real estate developer. Plus, working as a coach and presenter to 1,000's of contractors.

Business Coach of the Year Professional Business Coaches Alliance

- Presented to over 20,000 contractors at conferences and worked with over 250 contractors as their coach.

Construction Entrepreneur of the Year National Award by Ernst & Young

Former President of 2 Construction Assns.

Certified Speaking Professional

Top 7% of National Speakers Association

- Presented > 550 programs to construction organizations

Author & Systems Creator

Industry Business Expert As Author Of:

- Get Your Construction BIZ To Always Make A Profit!
- Turn Your Const. BIZ Into A Profit-Making Machine!
- BIZ-BUILDER BLUEPRINT SYSTEM & Templates
- Monthly Columnist - 4 Constr. Trade Magazines

LinkedIn Group - Hardhat BIZHUB

George Hedley YouTube Channel

- Over 50 Construction Business Videos

Hardhat Hedlines - Monthly E-Newsletter > 2,500 Subscribers



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Commercial Construction Business Coach



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Hardhat BIZCOACH www.HardhatBizcoach.com



HARDHAT BIZCOACH PROGRAMS & SERVICES - 1

Complementary Hands-On **FREE** Coaching & Consulting Session



- Identify Issues, Find Solutions & Improve
- Get Organized, Systemized & In-Control
- Steps To Increase Profits & Production
- Draft Your Financial & Mark-Up Plan
- Build A Strong Team & Delegate



With
George Hedley
Hardhat BIZCOACH

George Is Offering You A Free Complementary Hands-On Coaching & Consulting Session.

Let's explore your current situation, challenges, issues, problems, results, improvement areas & goals:



- Profits, Growth, Sales, Overhead & Mark-Up
- Estimating, Bidding Strategies & Customer Targets
- Field Systems, Production & Project Performance
- Talent Devel., People, Hiring, Your Role & Priorities



BIZCOACH ACCELERATOR

Hands-On Fast-Track Coaching - Retainer Program

- Monthly BIZCOACH Zoom Sessions With George
- Pro-Active Coaching For Construction Owners
- Improve Systems, Strategy, Results & BIZ-PLAN
- Implement Solutions - Move To A Higher Level
- Unlimited Sessions, Calls & Emails



George Hedley HARDHAT BIZCOACH As Your Coach & Mentor



Accelerate Your Growth, Profits & Results!

Monthly Ongoing Fast-Track Retainer Program

1. Monthly ZOOM Sessions With George As Your Personal Coach.
2. Pro-Active BIZCOACH Program For Construction Co. Owners.
3. Move Your BIZ To A Higher Level - FAST With Better Results.
4. Improve, Grow, Systemize, Organize & Increase Profits.
5. Draft & Implement - BIZ-BUILDER BLUEPRINT BIZ-PLAN.
6. Implement Your Financial, Mark-Up, Profit & Sales Plan.
7. Improve Systems, Strategy, Results, Talent & Accountability.
8. Implement Solutions To Improve Management & Field Oper.
 - Zoom Coaching - 1 or 2 Sessions Per Month.
 - Emails & Calls Anytime Plus 100 Tools & Templates



CONSTRUCTION MASTERY CIRCLE

Monthly Zoom Mastermind Peer Group

For Owners, VPs, Managers, Estimators
Project Managers, General Supts. & Job Supts.



- ✓ Monthly Interactive 2 Hour Group Coaching Sessions
- ✓ Systems & Standards To Maximize Project Results
- ✓ Interactive Solutions To Field Issues & Challenges
- ✓ Education, Accountability, Mentoring & Coaching
- ✓ Pro-Active Construction Project Performance Plans



Facilitated By George Hedley - Hardhat BIZCOACH

Ongoing Monthly Best Practice

Zoom Mastermind Accountability Peer Group



For Construction Company Owners, VPs, Managers,
Estimators, Project Managers, General Supts & Job Supts

Get Your Construction BIZ To Grow, Profit & Move-Up!

Interactive Construction MASTERY CIRCLE Improves:

- Your Company, Leadership, Management & Systems
- Accountability & Focus To Achieve Huge Results
- BIZ-BUILDER BLUEPRINT Business Plan
 - Profitability, Sales Success & Estimating Accuracy
 - Project Management & Field Production Systems
 - Get Unstuck, In-Control & Move To The Next Level

Membership Includes:

1. Monthly 2 Hour Group Live Zoom Mastermind Sessions
2. Each Session is Recorded and Includes Worksheets.
3. George Facilitates - Education, Mentoring & Training.
4. Member 'Hot Seat' Issues To Solve Problems & Improve.
5. Best BIZ-Practices, Q & A, Goal Setting & Action Plans
6. Unlimited Email Support For Advice With George
7. Step By Step Leader, Manager & Supervisor Topics.
8. Monthly Assignments, Exercises & Pre-Preparation.
9. Monthly Accountability Action Plans With Follow-Up.
10. Unlimited Emails and Questions with George.

BONUS - Annual 1 on 1 BIZCOACH Session with George.





HARDHAT BIZCOACH PROGRAMS & SERVICES - 2

PROFIT-MAKING MACHINE Annual Package

The Complete BIZ-BUILDER TOOL-KIT Deep-Dive Total Coaching Program

Build An Organized, Self-Managed, Growing & High Profit BIZ

- Regular Monthly Zoom Coaching With George
- Onsite Management Team Meeting & Workshop
- Hands-On Coaching, Mentor & Advisor
- Analyze Operations, People, Systems, Strategies
- Strategic Planning & Improvement Initiatives
- Targets, Goals, Systems, Strategy & Plans



George Hedley
Hardhat BIZCOACH

The Complete BIZ TOOL KIT - Annual Program BIZ-BUILDER Deep-Dive Total Coaching Program Build A Self-Managed, Growing & High-Profit BIZ

1. Total Annual Construction Business Coaching with George

- Ongoing Unlimited Hands-On Monthly Zoom Coaching.
- Sessions with Company Owner & Management Team.
- 2 to 3 Day Interactive Onsite Meeting @ Client's Office.
- Draft & Update Your Strategic Business & Finance Plans.
- Build Strong Accountable Management Team.
- Conduct Employee Confidential Survey.
- Audit & Access Operations, Systems & People.
- Regular Follow-Up Program To Facilitate Progress.
- George Holds You Accountable To Transform & Improve.



2. Draft & Implement BIZ-BUILDER BLUEPRINT BIZ Plan

- Set & Implement 5 Year VISION, Goals & Core Values
- Draft 5 Year Plan - Sales, Growth, OH, Markup & Profit
- Identify Core Focus - Best Customers & Projects
- FIX-IT List - Prioritize Areas Needing Improvement
- Assign Team Captains To Initiative Improvements
- Set Goals - 1 Year & 3 Month Initiatives & Action Plans
- Transform & Update Your Systems & Strategies
- Draft Your Org Chart, Job Descriptions & Capacity To Grow
- Create Talent Development & Hiring Plan
- Develop Estimating, Marketing, Sales & Customer Plan
- Determine Owner's Primary Role, Vision & Responsibilities
- Design Investment & Wealth Building Strategy



3. Review, Update, Improve & Take Your BIZ To Next Level

- Financials, Sales, Overhead, Profit, P & L, WIP Schedule
- Mark-Up, Job Cost, Crew Scorecards & Workflow Chart
- Construction Operations, Projects & Results.
- Estimating Systems, Accuracy & Bid-Hit-Win Ratio
- Production Job Cost Tracking & Crew Performance
- Field & Project Manager Systems & Processes
- Team, Talent, Hire & Standard Job Descriptions



Draft Your Construction Company BIZ-PLAN



Work 1 On 1 With George Hedley As Your BIZ-PLAN Coach
Includes 6 Hours of Zoom Sessions + Worksheets & Templates

Transform Your BIZ Into A Profit-Making Machine!

Breakthrough Your Growth & Profit Barriers

Design Your Future - Develop, Draft, Determine & Implement Your:

- ✓ 3 To 5 Year BIZ-PLAN, Financial Plan, Vision, Values, Targets & Goals
- ✓ Core FOCUS - High Margin Clients, Projects & Services
- ✓ Action Steps - Systems, Profit, Talent & Sales



George Hedley CPBC CSP
HARDHAT BIZCOACH
Construction Executive Business Coach



Construction Business Owner

HARDHAT BIZGROUP



Mastermind Peer Groups

Join a Close Group of Construction Business Owners
for Support, Accountability, Goals, Direction &
Improvement In a Trusted Confidential Forum.

- Share New Ideas & Best Business Practices
- Learn Systems, Processes, Financials & Strategies
- Facilitated By George In A Roundtable Forum.
- 2 ½ Day Group Meetings Twice Yearly In USA.
- Includes Ongoing 1 on 1 Coaching with George.



ADDITIONAL BIZCOACH PROGRAMS

- ☐ Draft Your BIZ-BUILDER BLUEPRINT
- ☐ PIP - Profit Improvement Programs
- ☐ SIP - Systems Implementation Programs
- ☐ TIP - Talent Improvement, Hiring & Org Charts
- ☐ SIP - Sales Improvement Plan - BIZ-Devel, Mktg & Sales
- ☐ CIP - Construction Improvement Programs
 - Improve Field, Project Mgmt. & Productivity
 - Supervisor, Leader & Manager Workshops
 - Estimating & Sales Strategy Workshops
- ☐ Incentive & Bonus Plan Development
- ☐ Accounting & Financial Management
- ☐ Real Estate Development Investments
- ☐ Workshops, Training & Zoom Programs





GEORGE HEDLEY CPBC
Certified Professional Business Coach
PBCA Business Coach Of The Year
Awarded by the PBCA
Professional Business Coaches Alliance



Meet George Hedley CPBC

- Your Construction BIZCOACH



George graduated from USC with a degree in Civil-Structural Engineering and began his career as a structural engineer for Bechtel Corp. One year later he was hired as a project engineer for a commercial general contractor and moved up quickly to project manager and estimator. At 27, with a used orange Datsun pickup truck with 92,000 miles, he went out on his own to start Hedley Construction.

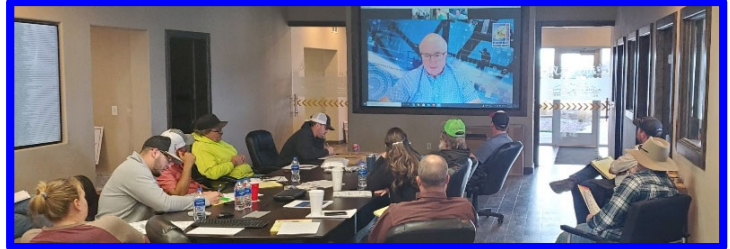
As a general contractor, he built commercial, office, manufacturing, warehouse, retail and tenant improvements largely through referrals. Clients stayed because they trusted his word, he honored his commitments and provided hands-on service. 7 years later, his company had to 150 employees with \$50 million in annual revenue which ranked in the top 10 largest contractors in Orange County, CA by age 35.

Along the way through integrity and hard work, he learned what it takes to build loyal customers, negotiate contracts, create accurate estimates, hire top talent, build a management team, delegate, hold people accountable and systemize operations.

George's long-term vision and goal was to develop and own income producing properties. Over time, he joint ventured with customers and then started developing and built over 30 office and warehouse projects, many of which he still owns and manages today.

Eventually, his reputation led to speaking at national construction industry conventions and company meetings while still operating his company. In 2010, the economy was in a recession, so he closed his company and focused solely on construction business coaching, consulting and professional speaking.

Today, as a business coach, he helps contractors improve, achieve results, avoid mistakes, grow, get organized, implement systems and make high profits.





Why Choose GEORGE HEDLEY As Your BIZCOACH?

Profit & Growth Solutions for Real-World Construction Results

CONSTRUCTION BUSINESS MASTERY

Not Just Theory! - Proven Industry Experience!



**Hedley Construction
& Development Inc.**

You get hands-on business coaching, mentoring, consulting, expertise and guidance from a commercial general contractor who founded, built and managed a \$50M company with 150 employees and a \$10M self-performed concrete division. Hedley completed more than 750 projects from \$150K to \$10M totaling over \$700M and 15M SF.

Hedley's many projects built include commercial, manufacturing, industrial buildings, retail centers, corporate headquarters, office, medical, self-storage, tenant improvements and civil work.

As a real estate developer, he developed 30 projects totaling over \$200M with 2M SF of commercial, retail, office, industrial & multi-family construction.

PROVEN RESULTS!

Not Just Promises!

- Real Profit, Growth & Results!



As a business coach, George has worked 1-on-1 with hundreds of construction business owners and their teams. His track record of helping improve profits, increase growth, streamline operations, implement systems, and increase wealth is impressive.

Over 75% of our clients have been with us from 5 to 12 years. Many have grown their sales from 2 to 5 times and increased their profits 100% to over 500%.

Contractors become management team run allowing the owner to lead, scale and enjoy the benefits of owning a great company that works! We guarantee your BIZ will improve and achieve your goals.

ACTION-ORIENTED SYSTEMS & TOOLS

Not Just Talk!

- Working Templates, Tools & Videos



You get training and full access to the complete **BIZ-BUILDER BLUEPRINT SYSTEM** with ready-to-implement processes, templates, tools, checklists, agendas, steps, and videos designed for contractors to get organized, systemized, eliminate chaos, be ready to grow and make more money.

TEAM ACCOUNTABILITY

Not Just Ideas!

- We'll Help You Build A Great Team



We'll work to design an organizational chart with clear enforced job descriptions and workflow systems allowing you to build capacity and grow.

You'll develop strong, accountable managers and supervisors who take ownership of achieving results and hitting deadlines. This allows you to start leading and stop micromanaging by delegating, letting go and focusing on better customers, profits, growth, talent development and investments.

DEDICATED PARTNERSHIP

Not Just Words!

- Our Goal Is Help You Become A Success



George Hedley acts as your personal mentor, advisor and accountability partner, ensuring you stay focused and achieve your business and personal goals. We work together to design and implement a coaching program to move you to a higher level fast. Plus, he's always available to help.

CUSTOMIZED SOLUTIONS

Not Just Systems!

- A Customized Improvement Program



We offer a custom-designed program based on your specific needs, strengths, weaknesses, budget, goals and vision. Not a "one size fits all" approach.

Implement a tailor-made **BIZ-BUILDER BLUEPRINT** strategic business plan identifying areas requiring improvement. Set your goals, develop a timeline and initiatives for change, and monitor your progress.





The BIZ-BUILDER BLUEPRINT

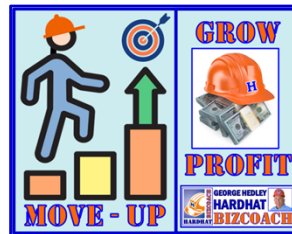


- **Achieve Your Big Bold VISION**
- **Hit Your Financial Goals**
- **Implement Systems & Strategies**
- **Build An Accountable Winning Team**
- **Win High Margin Customers & Contracts**
- **Enjoy The Benefits Of A BIZ That Works!**

The BIZ-BUILDER BLUEPRINT SYSTEM helps contractors implement a detailed plan for success, moving beyond day-to-day pressures into achieving the great results you want.

We work together to draft your winning business, financial, construction operations, talent, customer, and improvement plans based on your specific needs, goals and proven systems.

- 1. Discovery - Review, Audit & Analyze Your Business**
Identify your vision, operations and goals for improvement.
- 2. Set Improvement Goals**
Examine your operations, people, org chart, systems, and strategies. Then design an improvement program.
- 3. Draft Your BIZ-BUILDER BLUEPRINT Business Plan**
Formalize your 5-year business & financial plan, vision, goals, values, priorities & focus.
- 4. Upgrade Your Organizational Chart and Workflow Structure**
Design a plan to build future capacity to manage your people with clear job descriptions.
- 5. Build A Management Team**
Work towards building a strong management team accountable to run your operations.
- 6. Define Owner's Role & Focus**
Develop the right roles and responsibilities for the President to generate profitable growth.
- 7. Install Proven Systems & Software**
Organize workflow, reduce chaos, and ensure consistent delivery.
Identify areas needing improvement, prioritize, develop systems and implement solutions:
 - Construction Operations
 - Estimating Accuracy & Strategy
 - Talent Development & HR
 - Accounting & Financial Management
 - Investments & Wealth Building
 - Field Production & Project Delivery
 - Sales, Marketing & Customers
 - Leadership & Management
 - Technology
 - Exit Plan



**Comprehensive
Improvement
For Every Aspect
Of Your
Construction BIZ**



The OUTCOME - Your Business Works and Delivers the Results You Want!





HARDHAT BIZCOACH BIZ-BUILDER BLUEPRINT SYSTEM



GEORGE HEDLEY CPBC CSP

Certified Professional Business Coach
Certified **Speaking** Professional
Construction **BIZCOACH**

George Hedley HARDHAT BIZCOACH TESTIMONIALS

"I give credit to George as my **Business Coach**. Hiring him and joining a **Hardhat BIZGROUP** were the most important business decisions I've ever made. Having his knowledge to help guide me and his ability to hold me accountable to make positive changes is a priceless asset which I regularly utilize and has helped us grow nearly 10 times since starting to work with him 8 years ago."

Andrew Jackson
President & Owner
TCE Construction, Windsor, CO



"Forget working harder - invest in your business and have George help you! We've had over 450% increase in revenue and profits over the past 12 years thanks to George's coaching and joining a **Hardhat BIZGROUP**."

Jim Didas Owner CEO
Range & Civil Construction
Junction City, KS

"George has been working with us for 12 years. When we first started his coaching and joined a **BIZGROUP**, our construction company was doing about \$3 million in annual revenue. Today we are doing over \$23 million and making a great net profit. His programs and systems are straight to the point, easy to follow and implement. This allows us to make higher profits, focus on leading, and building and management team run company. I can't thank George enough"

Tim Rosengarten - Pres. & Owner
Armcorp Construction, Celina, OH



"Working with George for over 10 years has been very rewarding. We have grown from \$40 million in sales to over \$150 million plus significant profit growth. As our coach and consultant, George has presented several training workshops to our field supervisors and crew, facilitated our strategic planning process, provides advice and accountability to move to the next level, and he has been a true supporter of our personal success and growth."

Jeff & Brian Wieser - Owners
Weiser Brothers General Contractor
La Crescent, MN



"I started working with George after hearing him speak at a conference. His message about the pitfalls and challenges that all contractors experience really hit me. I joined a **BIZGROUP** over 8 years ago. Since then, we have grown by 5 times, built an amazing team and surpassed my business and personal goals."

George and the other members of our **BIZGROUP** were the support I never knew I needed, and I'm proud to say I now have lifelong friends to work with."

Brock Dennings, President & Owner
FEDCORP Design-Builders - Gladwin, MI



"George's **BIZCOACH** programs have helped our company stay abreast of the latest techniques and methods to stay organized and systemized. Being involved in a **Hardhat BIZGROUP** has also been great as I've developed strong relationships with other successful contractors as we work together to solve problems, share best practices and stay accountable to grow and meet our goals. He also presented at our annual company meeting and was exceptional."

Charlie Murren - CEO
C. A. Murren & Son's Company, Grayson, GA



"It has been an excellent experience working with George for many years. He met with our team and helped us develop a business strategy, financial plan and implement systems. As a member of a **Hardhat BIZGROUP**, we have learned from other construction business owners how to build a better business and develop a strong team. Plus, George has helped me with my real estate investments."

Mike Speerbrecker - President
Speers Construction Inc. Revelstoke, BC Canada



"Working with George has helped me grow into a business owner instead of a project manager, estimator, controller, and everything else. I've hired a strong team and now focus on generating more business and profits. As a result, we have grown 400% to over \$75 million, bought another company, life is more enjoyable, and I now have more time to fish, thanks to George."

Jeff Farr, President & Owner - Resource Development Company, Sparks, NV

"During the past 7 years we have been focused on systems, processes and growth. George has brought great value to our family business, and we have more than doubled the size of our company in this time. I can't thank George enough for what he has done to coach us along. Thanks for everything! I really do appreciate what I've learned from you and the **BIZGROUP**."

Brian Cook, President
Alcon Construction Inc.
Alamosa, CO

