

# January 15–19, 2020 San Antonio, Texas

Helping Current and Future Business Leaders Develop Management Skills, Enhance Vision, and Achieve Excellence





# **The Executive Management Institute**

NECA's EMI is an intensive, three-and-a-half-day learning experience designed to enhance the leadership skills of current and up-and-coming executives and managers. Designed for senior executives in the electrical contracting industry, this program provides state-of-the-art management concepts and analytical tools that build on existing

knowledge of electrical contracting businesses and the industry to increase the value and effectiveness of electrical contracting firms.

## **Learning Outcomes and Course Outline**

Course exercises, case studies, and discussions will revolve around the fictional company, Tesla Electric Company, a firm dealing with the same types of challenges and changes any business in our competitive industry must face.

The course will address Tesla's management capabilities, business environment, financial positions, market, employees, labor relations, and other aspects needed to fully define the operational and business functions of the firm. Using this business as a model, you will gain insight applicable and valuable for your unique company.

## **Target Audience**

Some examples of the type of participants that have benefited from this class include: Presidents, Chief Executive Officers, Vice Presidents, Chief Financial Officers, Chief Operations Officers, Division Mangers, and Controllers.

All participants are required to apply and be recommended to attend EMI.



## **Course Outline**

### The Effective Executive: Vision and Leadership

- Electrical contracting firm leadership
- Understanding and using your leadership style
- Understanding the electrical contracting industry
- Who are your stakeholders?
- Developing corporate culture

### Financial Analysis and Management

- Financial statements and analysis
- Financial ratios and their use
- Analyzing and improving management performance
- Working capital management
- Financial leverage and risk

#### Strategic Management

- Corporate vs. business-unit strategy
- Corporate vision and mission
- Strategic planning process
- Budgeting to achieve strategic objectives
- Developing and using pro forma financial statements
- Forming and using strategic alliances

### Identifying and Analyzing Business Opportunities

- Money-time relationships and developing expected cash flows
- Selecting a minimum attractive rate of return
- Lease or buy: equipment retirement and replacement decisions
- Identifying and evaluating market opportunities
- Growth through acquisition

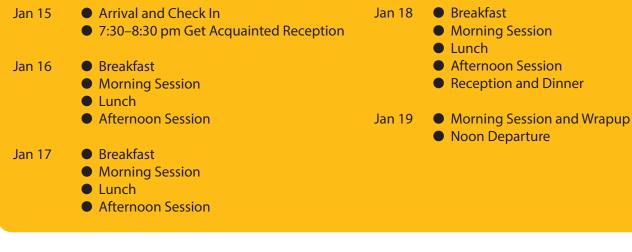
#### **Process Design and Management**

- Business and construction as a collection of related processes
- Mapping and analyzing processes
- Process improvement and re-engineering/integrating
- Using information technology to improve processes
- Establishing a quality assurance program

#### Measuring Firm Performance

- Dimensions of firm performance
- Core values, criteria, and benchmarking for performance excellence
- Developing and using a balanced scorecard

### **Schedule of Events**



# **Registration Procedures**

Please read these application procedures and requirements prior to completing the Application Form. Failure to provide a complete application package may result in your application being denied.

The **Registration Fee of \$3500** includes three-and-a-half days of instruction, all course materials and those meals and receptions/ dinners indicated in the Schedule of Events. The Registration Fee does not include lodging, airfare or other miscellaneous expenses. Participants are responsible for making their own travel arrangements and for securing ground transportation upon arrival. Upon review, accepted applicants will be notified and provided the information to make their hotel arrangements within NECA's room block.

Applications will be processed on a first-come basis and attendance is limited. Therefore, promptness in complying with all application procedures is essential. Applications will not be processed unless accompanied by payment.

Due to enrollment limitations, a wait list will be maintained. Individuals on this list will be accorded the opportunity to attend this program, on a first-come basis, to fill a vacancy created by a cancellation.

Please note, to encourage open and productive discussions, registrations may be geographically limited.

**Cancellation Policy:** Cancellations received 30 days prior to the start of the program may be made without charge; within 30 days prior to the start, there will be a service charge of \$500 and within 15 days of the program the registrant will forfeit their entire registration fee unless a substitute is provided or the registration spot is filled from the wait list. Substitutions for a confirmed registrant may be made only with consent of NECA Education.

#### **Application Requirements**

#### For your application to be considered you must submit the following:

- A completed application form
- A curriculum vitae (CV) or resume highlighting your relevant experience
- A letter of recommendation from a senior leader in your company; if you are the most senior executive in your firm, a notation of this is sufficient.
- Payment either via credit card or check. Your payment will not be processed until your application is accepted. Please make all checks payable to NECA.

#### Application packets can be submitted via email to education@necanet.org or via mail to NECA Executive Management Institute, 3 Bethesda Metro Center, Suite 1100, Bethesda, MD 20814.

In the event you choose to submit your payment via mail, you can expedite your processing by emailing or faxing the complete application packet, including a copy of the check, provided the original is received within 5 business days.

#### The registration deadline for this program is December 17, 2019.



# **2020 EMI APPLICATION FORM**

January 15–19, 2020 San Antonio, Texas

Name	Title
NECA Member Number I	NECA Chapter Affiliation
Company	
Address	
City	StateZip
Business Telephone I	Email
Please select your payment option:	
Enclosed is my check for \$	Please make check payable to NECA.
Charge to my: Circle one Visa MasterCard	American Express \$
Credit Card Account No	Exp. Date Security Code
Cardholder Name	Signature
Card Billing Address	Card Billing Zip Code
Email payment confirmation to	
<ul> <li>Please ensure that your registration application packet includes:</li> <li>A completed application form</li> <li>A curriculum vitae (CV) or resume highlighting your relevant experience</li> <li>A letter of recommendation from a senior leader in your company. If you are the most senior executive in your firm, a notation of this is sufficient.</li> <li>Payment either via credit card or check. Your payment will not be processed until your application is accepted. Please make all checks payable to NECA.</li> </ul>	
Please submit your completed application by email, fax, or mail to:	
<i>Email applications to:</i> education@necanet.org	
<i>Mail applications to:</i> NECA Executive Management Institute 3 Bethesda Metro Center, Suite 1100 Bethesda, MD 20814	