

Ensuring the Future of the Construction Industry
 LTU Engineering Dinner
 Highland Park, Michigan

Ralph J. Stephenson, P. E.
 Consulting Engineer
 April 29, 1996

Ensuring the Future of the Construction Industry

1. Program information

1. Title - Ensuring the Future of the Construction Industry
2. Time: 8:00 P.M. to 8:30 P.M.
3. Location: IAM's Showcase Supper Club - 12111 Hamilton Ave. - Highland Park, Michigan

2. Ensuring the future of the construction industry depends mainly on the practitioner - you! Such assurance assumes that you will...

1. Become technical competent
2. Identify what is to be ensured for the construction industry future
3. Be honest in all matters
4. Maintain high ethical standards
5. Seek to define and achieve high moral behavior
6. Understand and adhere to basic professional construction priorities
 1. An obligation to protect public health, welfare and safety
 2. An obligation to your employer or your client
 3. An obligation to your peers
7. Learn how to do the above within the prevailing economic and social system within which you live and work

3. Defining what constitutes an assured future - some suggestions

1. Adequate profits
2. Excellent technical performance
3. High professional status
4. Effective community involvement
5. Healthy family life style
6. Positive stature among peers
7. Steadily improving performance
 1. Measured subjectively
 2. Measured objectively
8. Increasing acceptance at macro and micro levels

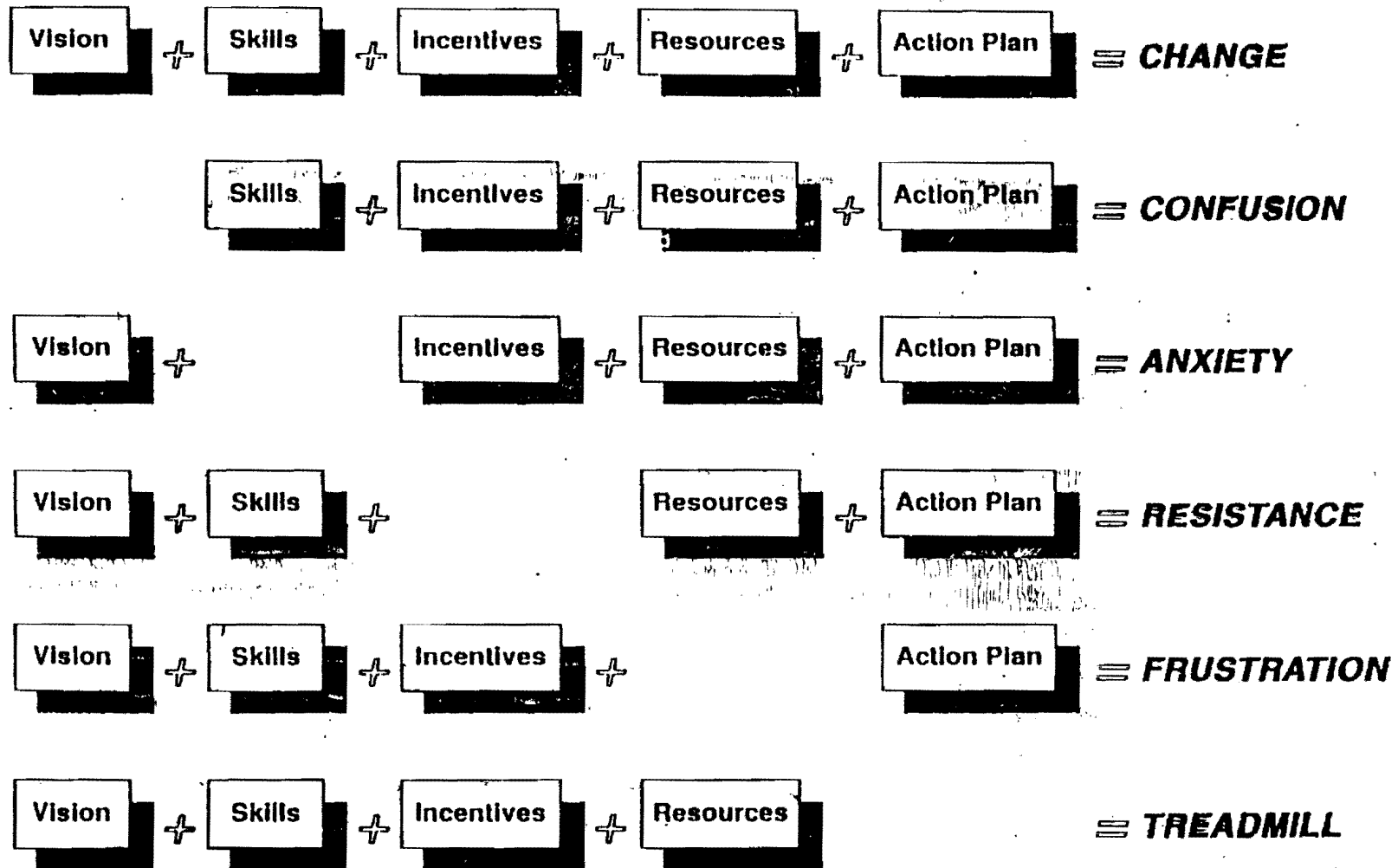
4. Each person's judgment will vary in their perception of what constitutes improvement. This discussion assumes the following:

1. That profits result from good management of competent technical resources
2. That professional recognition results from your behavior that adds value for the benefit of the public, your employer, and your peers
3. That community involvement can be overt or covert so long as it adds value
4. That improved acceptance results from maintaining a widely diverse network of interests from the outer boundary of your life to the micro actions you take to reach the macro limits

5. What are the ten ways of ensuring the future of the construction industry?

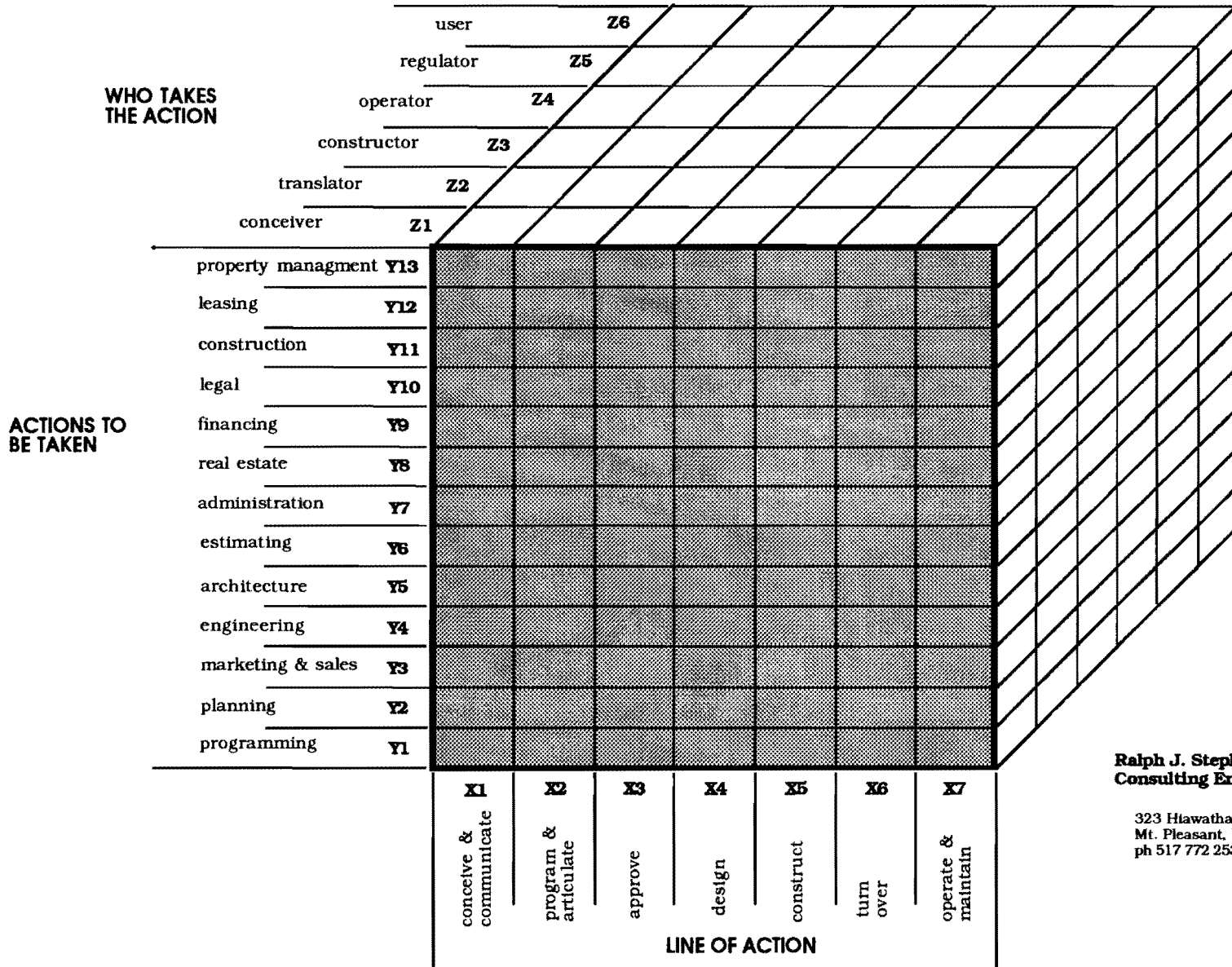
1. Exercise improved use of management principles, both learned and experienced. Good management results from an understanding of its importance to high quality, profitable technical and business operations.
2. When you are required to lead - lead! When others lead well, follow well. The influence you exert in the construction profession is almost directly proportional to how well you lead and follow.
3. Help others be better at what they do. Accomplish this by being a good listener, and by mentoring, coaching, teaching, and tutoring those you feel have potential for excellent performance.
4. Teach however long anyone will listen.
5. Be the first to accept and test something new and the last to reject something old and tested.
6. Adopt a partnering mode of thinking and working. It will allow you to contribute and to profit from your work as a professional.
7. Learn to live comfortably and accept the validity of the world of words. Only a few engineers ever participate in the world-of-nonwords that are created by their world-of-words.
8. Always keep in mind that planning is not incidental to good management - it is an essential ingredient of good management.
9. Take responsibility for your actions.
10. Remember and put into daily use your three obligational priorities as a construction professional
 - First To the protection of the health, welfare, and safety of the public
 - Second To your employer and your clients
 - Third To your peers

Managing Complex Change



— ADAPTED FROM KNOSTER, T. (1991) PRESENTATION AT TASH CONFERENCE, WASHINGTON, D.C.
(ADAPTED BY KNOSTER FROM ENTERPRISE GROUP, LTD.)

FIGURE 2.01 MACRO MATRIX BOUNDARIES OF DESIGN AND CONSTRUCTION



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KINDS OF PROFIT

1. Financial
2. Social
3. Self actualization
4. Value system
5. Technical
6. Enjoyment
7. Educational

**Ensuring the Future of the
Construction Industry depends mainly
on the practitioner - you! It requires
that you ...**

- A. Become technically competent
- B. Identify what is to be ensured for the construction industry future
- B. Be honest in all matters
- C. Maintain high ethical standards
- D. Seek to achieve high moral behavior
- E. Adhere to basic professional construction priorities
- F. Learn how to do the above within the prevailing economic and social system within which you live and work

The construction professional must define what elements constitute an assured future - some suggestions

- A. Adequate profits
- B. Effective technical performance
- C. High professional status
- D. Focused community involvement
- E. Healthy personal life
- F. Stature among peers
- G. Steadily improving performance
 - Measured objectively by others
 - Measured subjectively by you
- H. Acceptance of your efforts at the
macro and micro levels

Each person's judgment will vary in their perception of what constitutes assurance of the future. Criteria might include ...

- A. That profits result from good management of competent technical resources.
- B. That professional recognition results from your behavior that adds value for the benefit of the public, your employer, and your peers.
- C. That community involvement can be overt or covert so long as it adds value.
- D. That improved acceptance results from maintaining a widely diverse network of interests from the outer boundary of your life to the micro actions you take to reach the macro boundaries.

1

- Exercise improved use of management principles, both learned and experienced. Good management results from an understanding of its importance to high quality, profitable technical and business operations.

2

- When you are required to lead - lead! When others lead well, follow well. The influence you exert in the construction profession is almost directly proportional to how well you lead and follow.

3

- Help others be better at what they do. Accomplish this by being a good listener, and by mentoring, coaching, teaching, and tutoring those you feel have the potential for excellent performance.

4

- Teach however long anyone will listen.

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- Be the first to accept and test something new and the last to reject something old and tested.

6

- Adopt a partnering mode of thinking and working. It will allow you to both contribute and to profit from your work as a professional.

7

- Learn to live comfortably and accept the validity of the world-of-words. Only a few engineers ever participate in the world-of-nonwords that are created by their world-of-words.

8

- Always keep in mind that planning is not incidental to good management -- it is an essential ingredient of good management.

9

- Take responsibility for your actions.

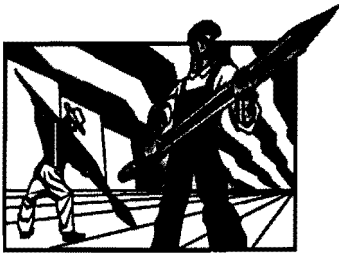
10

- Remember and put into daily use your three priorities as a construction professional

First - To the protection of the health, welfare, and safety of the public

Second - To your employer and to your clients

Third - To your peers



SCHOLARSHIP FUND-RAISER COMMITTEE

Juanita Black-Roberson, BCvE'95
Walbridge Aldinger
Cathy Cassar, BCvE'95
Cadillac Asphalt
E.G. Clawson, ABT'80
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Greg Cressman, BCvE'95
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A. J. Etkin

Juanita Black-Roberson
325 Cortland
Highland Park, MI 48203
(313) 867-7905

April 11, 1996

Ralph Stephenson, P.E.
323 Hiawatha Dr.
Mt. Pleasant, MI 48858

RE: Lawrence Tech Construction Alumni Scholarship Dinner

Dear Mr. Stephenson:

I am pleased to inform you that plans for the Lawrence Tech Construction Alumni Scholarship Fund-raiser dinner are progressing very well. More than one hundred guests have made reservations and over \$500 in direct scholarship donations have been received.

Thank you for agreeing to deliver the keynote address on "Ensuring the Future of the Construction Industry." The scholarship committee members and guests are looking forward to hearing your message.

Enclosed is an invitation which provides details on the date, time, and location of the scholarship fund-raiser dinner. Of course, dinner will be provided for you and your wife at no charge to you. I will call you to confirm your entree choice.

Your hotel room has been reserved for Sunday, April 28th at the Southfield Marriott Hotel. Your confirmation number is 80472297. You and your wife can check in at 4:00 p.m. and check out by 2:00 p.m. on Monday, April 29th. The room is reserved in your name.

I will be in touch with you by April 22nd to address any remaining details or questions you may have.

Again, I thank you for your commitment which has contributed to the success of this endeavor. I look forward to talking with you soon.

Sincerely,

Juanita Black-Roberson
Juanita Black-Roberson

Enclosure

"ENSURING THE FUTURE OF THE CONSTRUCTION INDUSTRY"

**RALPH STEPHENSON, P.E.
KEYNOTE SPEAKER**

MONDAY, APRIL 29, 1996 - 6:00 P.M.

**IAM'S SHOWCASE SUPPER CLUB
12111 HAMILTON @ MONTEREY
HIGHLAND PARK, MI**

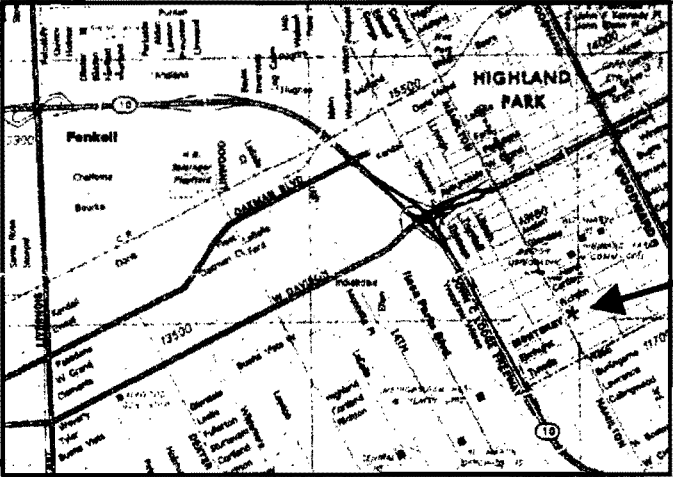
\$30.00 PER PERSON (INCLUDES \$15.00 SCHOLARSHIP DONATION)

**PROCEEDS BENEFIT LAWRENCE TECHNOLOGICAL UNIVERSITY
CIVIL ENGINEERING AND CONSTRUCTION TECHNOLOGY SOPHOMORES AND JUNIORS**

**MENU:
CHOICE OF: SLICED BONELESS TOP ROUND -OR- TURKEY BREAST
BAKED POTATO, BROCCOLI W/ CHEESE SAUCE
CASH BEVERAGE BAR**



**IAM'S SHOWCASE SUPPER CLUB
12111 HAMILTON @ MONTEREY**



**PLEASE MAIL YOUR DONATION AND/OR
RESERVATION TO:
LAWRENCE TECHNOLOGICAL UNIVERSITY
21000 W. TEN MILE RD.
SOUTHFIELD, MI 48075-1058
ATTN: LAURA BOURDEAU**

**FOR MORE INFORMATION CALL:
JUANITA BLACK-ROBERSON, PROJECT COORDINATOR
WALBRIDGE ALDINGER
(313) 963-8000
(313) 867-7905 (RES.)**

Please complete this section and return with your donation by **APRIL 8, 1996**

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE NUMBER: _____

NUMBER OF RESERVATIONS: _____ **(\$30.00 EACH)** **AMOUNT ENCLOSED:** _____

TOP ROUND _____

TURKEY BREAST _____

(Please make checks payable to: Lawrence Technological University)