



## **COURSE OVERVIEW: Business Management for Building Professionals (Online)**

### **Course Description**

Learn the management skills that give industry leaders the edge. This on-demand course will give you a solid foundation for managing small- to medium-sized building/remodeling and service companies. Learn critical elements, from planning to evaluating progress, and receive practical tips and tools for managing a business successfully. You'll get a solid grasp of business best practices and practical tools of value whether you are a new or experienced business owner.

### **Audience**

- Builders and remodelers, with or without experience managing a business.
- Professionals in fields related to the homebuilding industry who are interested in understanding the challenges and best practices involved in managing a small to medium home building/remodeling business.

### **Course Objectives**

As a graduate of this course, participants will be able to:

- Describe how to plan effectively for achieving business success
- Describe the organization and processes that a company needs to have in place to run effectively
- Identify tools and techniques to effectively execute the planning, management, and performance evaluation required for long term business success
- Identify common business challenges and ways to overcome them
- Examine best practices in how to create, implement, and manage efficient, effective construction processes and systems

### **Topics Covered**

#### **Section 1: Elements of Success**

- What do You Need to be a Successful Business Owner?
- Business Challenges
- The Six P's

#### **Section 2: Business Planning**

- Business Planning Introduction
- Business Model Canvas
- Building Your Business Model Canvas
- Creating Goals for Business Success

#### **Section 3: Process Mapping and Developing a Functional Company Structure**

- Business Formation
- Organizational Structure

- Creating a Detailed Company Workflow
- Creating Your Own Organizational Chart
- Functional Areas of a Company
- Financial Planning
- Measuring and Monitoring Performance

#### **Section 4: Systems Development, Implementation and Review**

- Identification of Types of Systems Useful for Beginning Your Business
- Creating and Implementing Systems
- Project Management Systems
- Business Management Systems
- Sales and Customer Management Systems

#### **CE and Designation Criteria**

- Required for NAHB Designations: CGA, CGB, CGP, CGR, Master CGP
- 6 CE for NAHB Designations: CGP, CMP, CSP, GMB, GMR, Master CGP, Master CSP and MIRM
- 6 AIA/CES LU

Learn more about NAHB Designations at [nahb.org/designations](http://nahb.org/designations)

**Questions?** Contact the NAHB Designation Help Line: 800-368-5242 x8154 or email [education@nahb.org](mailto:education@nahb.org)