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THE LAUNCH OF THE MOBILE WORKFORCE PODCAST

By Mike Merrill, Chief Evangelist of WorkMax by AboutTime Technologies

If 2020 has taught the construction industry anything, it's that the way business is done in the office and on the job site has changed forever. And what differentiates whether companies sink or swim in this new environment is how their leadership responds to these changes. But where to begin?

In the past, our industry has survived by grinding away and getting the job done no matter what. But with new public health concerns and competition as stiff as ever, that's no longer going to be enough. For construction firms to thrive moving forward, they need the right people, processes and technology to be in place for their job sites to be safe, secure, productive and profitable. Sounds like it's much easier said than done, right?

This is where the WorkMax Mobile Workforce Podcast comes in. We've invited successful business leaders

and industry experts to join our weekly podcast to give listeners access to the best insights, tips, and tactics the construction industry has to offer. Each week host Mike Merrill, Chief Evangelist of WorkMax, and a new guest will dive into topics construction leaders need to know about to be successful.

Construction leaders can't afford to make assumptions or wait and see how the ramifications from 2020 continue to reverberate across the industry. The Mobile Workforce Podcast dives right into the conversation, shining a light on the best paths to productivity and greater success in our modern digital age. Follow this [link](#) to subscribe to the Mobile Workforce Podcast on iTunes and Spotify or watch the episodes directly on [YouTube](#). We'll be launching our first six episodes on November 11th, and here's a look at what you can expect in the first episode.



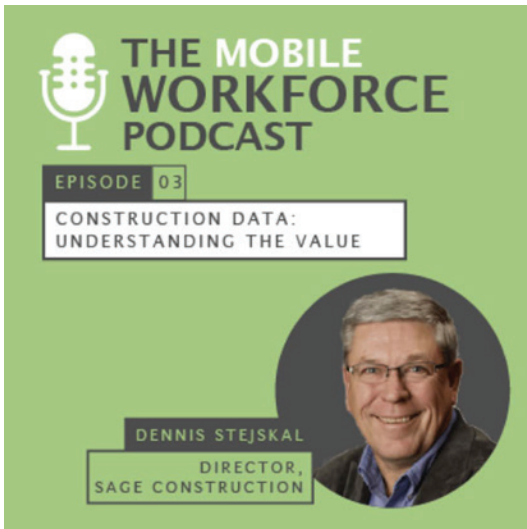
DELEGATION, THE THIN LINE BETWEEN SUCCESS AND FAILURE

Featuring Randy Brothers, Founder of Elite Roofing

On the inaugural episode of the Mobile Workforce Podcast, Randy shares the importance of delegation in the growth and success of any contractor's business. Listen in to hear actionable advice on the processes and mindset that effective delegation requires to drive profitability on the job site.

Sage 100 Contractor and Sage 300 CRE Users also shouldn't miss episode number three featuring an insightful discussion with Dennis Stejskal of Sage.

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CONSTRUCTION DATA: UNDERSTANDING THE VALUE

Featuring Dennis Stejskal, Director at Sage Construction and Real Estate

In this episode, Dennis gives listeners the right thought process to have when it comes to data on the job site. The connection between the data and the dollar is essential for any contractor to understand. Dennis walks contractors through the best way to use the data they already have to tighten their operations and grow their bottom line.

A few more inaugural interviews you won't want to miss:

- Purpose, Processes and Profit, the Keys to Success *Featuring Brian Kaskavalciyan, Co-Founder of gFour Marketing*
- Predictability: The Hero of the Job Site *Featuring Ron Babich, Advisor at Crush IoT*
- Avoiding Breakdowns in Communication from the Office to the Field *Featuring Tony Booth, Host of the Contracting CoachCast*
- Construction Management Skills for Today and Tomorrow *Featuring Damien Edwards, Founder of BuilderTactics.com*

The world has changed; don't get left behind. Find out what other construction leaders are doing to embrace the mobile workforce and keep on the cutting edge of productivity, profitability and safety. Subscribe to the Mobile Workforce Podcast on iTunes or Spotify or anywhere you listen to podcasts. New episodes dropped weekly. ■