

**ROOFING
CONTRACTOR**

**BEST OF SUCCESSES
20
YEARS**

A yellow star with a black outline is centered over the number '20'. Inside the star, there is a stylized city skyline with several skyscrapers and a house with a grey roof and a window. The star's border contains the text 'BEST OF SUCCESSES' repeated around its perimeter. The background is a light yellow gradient with a dark red horizontal bar at the bottom.



**ROOFING
CONTRACTOR**

THE WINNING FORMULA: CREATING TEAMS THAT OUTPERFORM EXPECTATIONS

Josh Sparks

CEO

Infinity Home Service





SAVING OUR COMMUNITIES FROM UNSCRUPULOUS CONTRACTORS

The Winning Formula

CREATING TEAMS THAT OUTPERFORM EXPECTATIONS

"I will undertake this day, and everyday, with a sense of duty to be better than I was yesterday."

Lessons from the Trenches | Experience



INFINITY EXTERIORS



What makes a High-performing team?

‘Continuous improvement, not strength or intelligence, is the key to unlocking our potential.’ - Winston Churchill

**Who should be on the team?
How should they operate?**



What is the key attribute in a high performing team?



Intelligence

Trust

Drive

Technical Skills

Communication





What does the research say

40%
👍👍👍👍👍

40% delta between a 'good team' and a 'bad one'. Research has shown that underperforming teams operate 20% below par, while high-performing teams can achieve 20% above par.

(Gallup and Harvard Studies)

Google's **PROJECT ARISTOTLE**

“ Teams with high average IQs or technical skills but low levels of trust underperformed compared to those with average technical skills but high levels of trust and communication. ”





MIT's HUMAN DYNAMICS LABORATORY

KEY FINDINGS

- Best Predictor of Success: Communication Quality
- Teams that communicated **more frequently and equally** outperformed others, regardless of the individual talents involved.

LEADERSHIP INSIGHT

- High Energy and Engagement: vital for effective communication
- Foster a **culture of trust, open communication, and shared purpose** to drive team success.

Good to Great JIM COLLINS

TALENT IS ESSENTIAL, BUT IT'S NOT EVERYTHING.

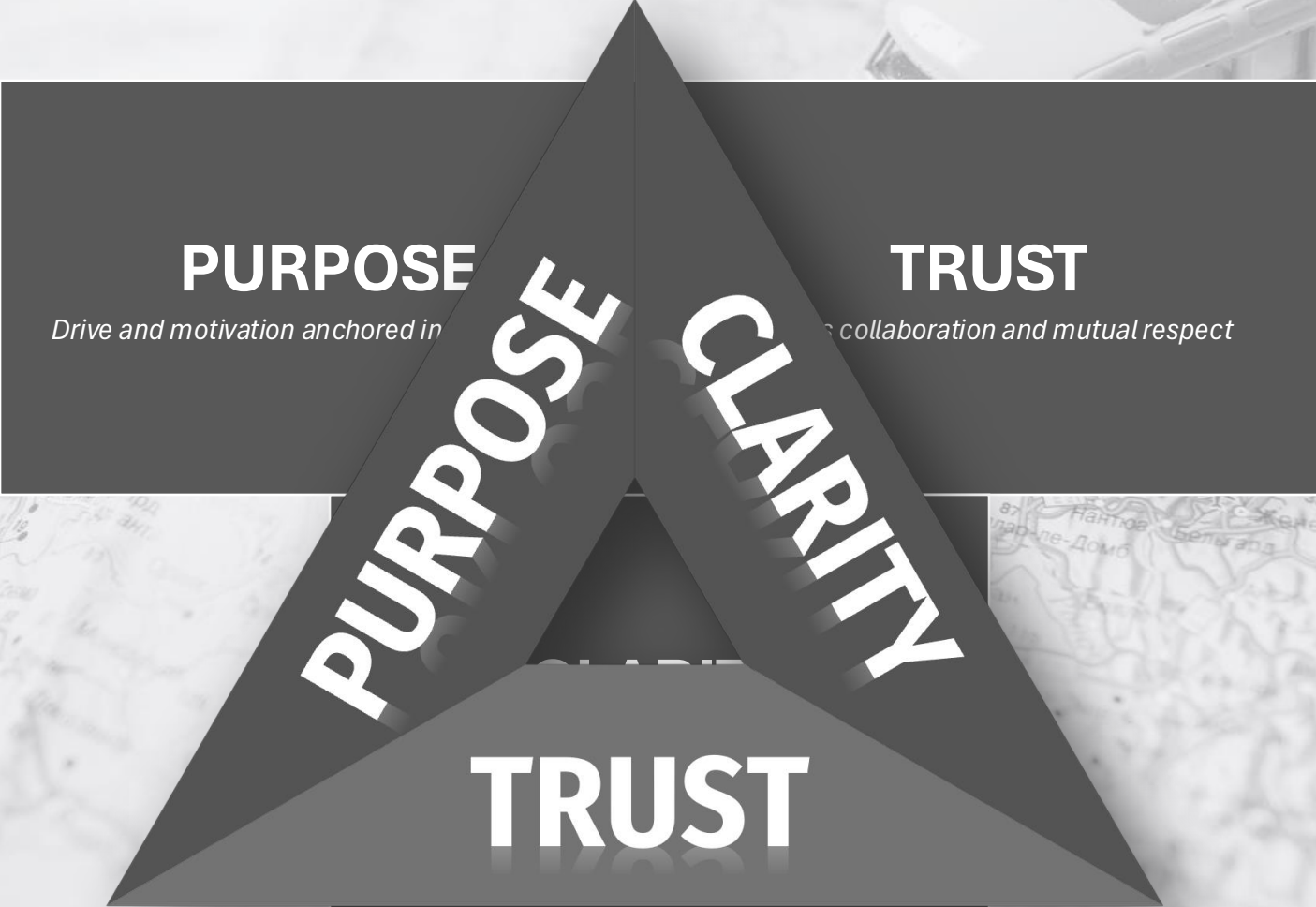
The team must have the requisite skillset and intellectual capacity to succeed.



Get the right people on the bus, the wrong people off the bus, and the right people in the right seats...

— James C. Collins —





PURPOSE

The North Star for Every Team



— DEFINITION:

The **unifying vision** that drives a team's actions. The clear understanding of **why the team exists** and what they're working to achieve together.

— WHY IT MATTERS:

A strong sense of purpose **aligns team members**, motivating them to work towards common goals. Fosters engagement, resilience and a **deep commitment to the team's success**.

“He who has a strong enough why can bear almost any how” -Nietzsche

DEFINE THE MISSION



What is your value and to who and why does it matter?

What is your desired impact? Think long term.

Keep it simple - Align with core values.

CONNECT THE DOTS



Link daily tasks to your mission.

Bring in the 'who' it matters to.

Cultivate a genuine culture of purpose, ensuring its embedded in daily actions.

INSPIRE OWNERSHIP



Empower team in decision making.

Stay accountable to the Mission.

Celebrate contributions.

TRUST

The Foundation of Team Success



— DEFINITION:

The **bedrock** of any high-performing team. The belief that each team member can rely on the others to be **honest, dependable and committed** to the team's goals not just their own.

— WHY IT MATTERS:

Without trust, teams struggle with communication, collaboration and cohesion. **Trust allows for open dialogue, risk-taking and the kind of vulnerability that leads to innovation and growth.**

— STORY:

Amy Edmondson – Harvard Business School Professor

Trust grows when team members consistently follow through on their commitments and hold each other accountable in a constructive way.

1

ENCOURAGE OPENNESS

Exercises:

- The 5 H's
- 4 Pillars of Optimal Being
- Values Exercise

2

EMBODY INTEGRITY

- Leaders set the tone.
- Don't go into the box
- Own up to mistakes

3

FOSTER ACCOUNTABILITY

- Ownership drives accountability through decentralized control
- 360 feedback
- Hire and fire on your Core Values

CLARITY

The Path to Effective Execution



— DEFINITION:

Clarity refers to the **clear understanding** of roles, responsibilities and expectations within the team. It ensures that **everyone knows what they need to do**, how to do it and why it's important.

— WHY IT MATTERS:

Without clarity, teams can become disorganized, with duplicated efforts or missed tasks. **Clarity helps streamline** operations, reduces conflicts **and improves efficiency**.

— STORY:

1

ROLES & RESPONSIBILITIES

Clearly outline what each team member is responsible for, ensuring there's no overlap or confusion. Everyone on the team should know who is responsible for what.

- **CLEARLY DEFINE JOB DESCRIPTIONS**
- **ASSIGN ACCOUNTABILITY (avoid flat orgs)**
- **PLAY TO STRENGTHS**
- **DON'T MICROMANAGE: DON'T BE A DIMINISHER**



2

CONNECT YOUR GOALS

Establish specific, measurable, and time-bound goals that everyone understands and LADDER UP TO VISION.

2

			Target 100+ Incident-Free Days Each Quarter				•	•			•	○
	•	•	Marketing – Algin all Marketing Campaigns				•				•	
•	•	•	Sales - Launch Ethics Training in LMS system			•	•	•		○		•
	•	•	Ops -Launch New Customer Experience Program			•	•			○		•
Foster a Culture of Safety Enhance Ethical Business Practices Drive Customer Loyalty												
				Achieve 20 % Higher Google Rating								
				Increase referral rate by 15%								
				Earn 2 industry recognitions for ethical marketing								
				Reduce workplace Incidents by 30%								
				Director of Sales								
				VP of Marketing								
				Director of Ops								
				VP of HR								
	•	•	•	Be Most Trusted Remodeler in CO								
•			Be Employer of Choice in CO Roofing Industry									
•			Set the Standard for Quality in CO Roofing Industry									

3

1

4

5



alignment

EXECUTIVE PERSPECTIVE

COMPANY SR BLUEPRINT

- vision & strategic anchors
- values
- strategic performance indicators
- priorities

strategic

COMPANY PERSPECTIVE

STRATEGY REALIZATION PLAN

- executive anchors, SPIs, priorities
- cross-functional, 1-year plan
- key performance indicators
- department initiatives

EXECUTION PERSPECTIVE

DEPARTMENT SR BLUEPRINT

- vision, strategic anchors, KPIs

OKR | PLANS

- milestones, owners, deadlines, status, success measures

tactical

THE IHS WAY | Vision to Sustainable Growth

VISION
Saving our communities from unbridled connectivity

MISSION
Instilling peace of mind

CORE VALUES

- Integrity
- Hard Work
- Service

NON-NEGOTIABLES

- Safety First
- Show Respect
- Team Unity
- Provide Ethical Solutions
- Be Accountable

Project/Activity	Start	End	Status	Owner
2025 Ignite Growth				
Project A	Q1 2025	Q3 2025	On Track	John Doe
Project B	Q2 2025	Q4 2025	At Risk	Jane Smith

GOAL SETTING ACTION PLAN - HR KPIs

EMPLOYEE NAME: Christine Brinkley DATE: 6/1, 2025 STRATEGIC INITIATIVE: Operational Excellence

Step	Description	Owner	Comments	Due Date	Delivery Point	Status
1	Review existing KPIs with team	CB	Lots of KPIs but are they meaningful?	5/1/25	5/15/25	Complete
2	Remove KPIs to keep and new ones to monitor	CB		5/26/25	5/26/25	Complete
3	Collect 2024 data that is available and set benchmarks for 2025	CB	Some historical will be missing so Plan will have to be updated in 2025	5/13/25	5/13/25	Complete
4	Provide KPIs to leaders for review	CB	Do they make sense and are we tracking or doing anything?	5/13/25	5/13/25	Complete
5	Meet with leaders to adjust KPIs and measurement process	CB	Align on reports of value, i.e. a lower number is better than exceeding goal	5/13/25	5/13/25	Complete
6	Start to report KPIs and explain issues	CB	Currently tracking well so may need to add-in new KPIs and possible benefits	5/13/25	5/13/25	Complete
7	Re-evaluate metrics and add any additional	CB	Identifying data	6/30/25		In Progress

Strategically leverage processes & technology to enable company success of by being proactive, knowledgeable, innovative & approachable

Operational Excellence	Departmental Focus	Department Growth	Team Focus
<ul style="list-style-type: none"> • Streamline existing processes • Automate repetitive tasks • Improve data accuracy 	<ul style="list-style-type: none"> • Enhance customer service • Increase sales volume • Expand market reach 	<ul style="list-style-type: none"> • Hire and develop talent • Increase departmental efficiency • Implement new technology 	<ul style="list-style-type: none"> • Increase team productivity • Improve team collaboration • Enhance team communication

3

COMMUNICATE REGULARLY

Keep the lines of communication open to address any ambiguities or changes that may arise and ensure everyone remains aligned.

- **1 on 1's**
 - OKR and milestone check-in. 4 pillars.
- **TEAM HUDDLES**
 - Foster a culture of open communication where team members feel comfortable voicing uncertainties or issues to prevent delays/costly mistakes.
- **MOR / QBR / STEERING COMMITTEES**
 - Communicate any changes in project scope, timeline or customer expectations to the team promptly to minimize costly rework.
- **CONSTANT FEEDBACK LOOP**
 - Solicit feedback from your teams on what's working and what's not to identify improvement areas and show that their opinion matters.

IMPORTANCE

- Essential for maintaining speed and quality in decision-making.
- Prevents ‘Paralysis by analysis’ and ensures continued growth and innovation.
- Focus on developing the team both personally and professionally.

OPERATING RYTHM

1-on-1s

Team Huddles

MORs | QBRs

PRATICAL TOOLS: 4 PILLARS OF OPTIMAL BEING

Mindful Moment

Mindful Moment

“Grant me the serenity to accept the things I cannot change, the courage to change the things that I can, and the wisdom to know the difference”

– Stoics

Physical Health

EXERCISE LOG

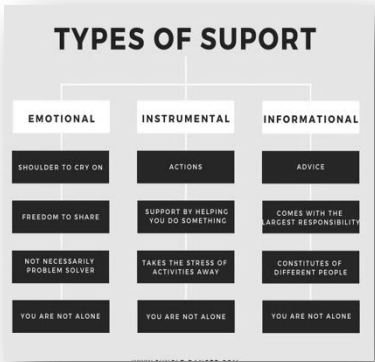
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EXERCISES	TRAP	SETS	REPS	WT	REST	TIME	DIST	HR	WT**

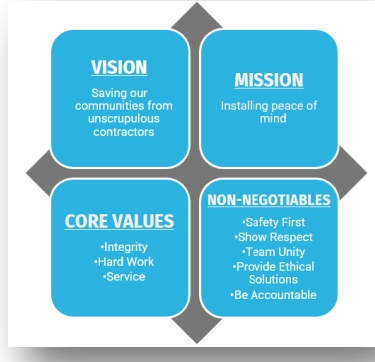
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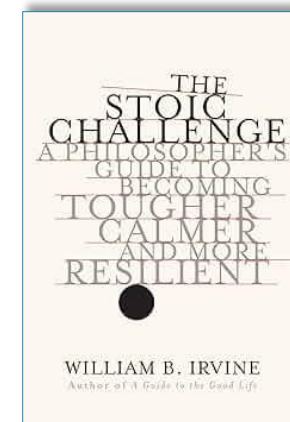
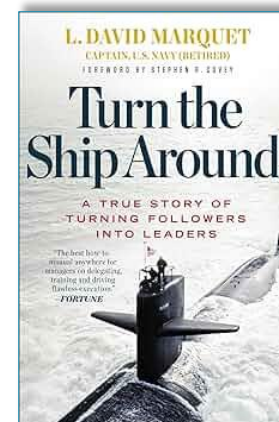
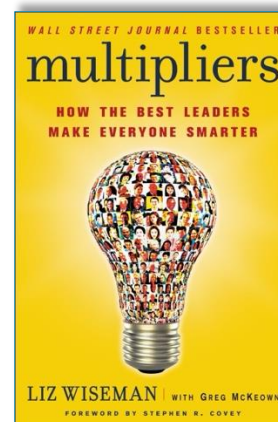
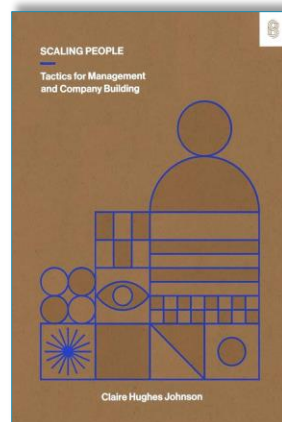
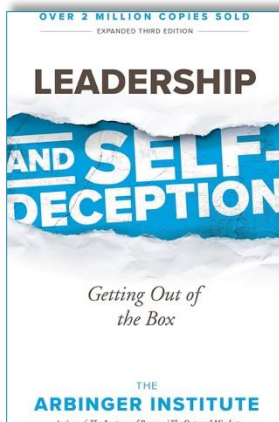
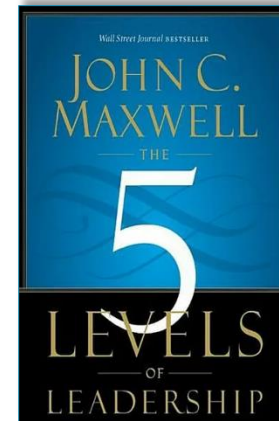
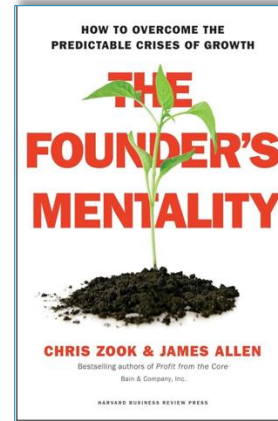
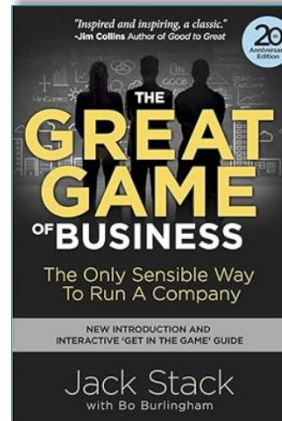
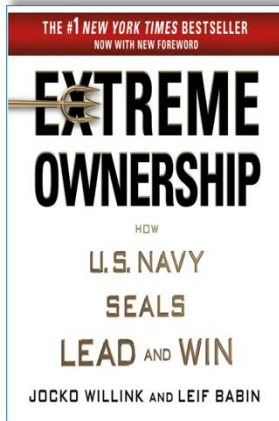
Social Well-Being



Meaningful Work



LEADERS are READERS



CORE ELEMENTS

1. Purpose
2. Trust
3. Clarity

CALL TO ACTION

Challenge yourself to implement one of the practical tools discussed today.

“

Building a high-performance team isn't just about having the right people; it's about creating the right environment and staying true to your purpose. It's not a one-time effort but an ongoing commitment.

”

Thank you!



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