

MCAA 25



Driving Organizational Performance and Innovation Through Peer Groups Shaabini Alford

Wednesday, March 5th
9:15 a.m. – 10:45 a.m.

Please let us know what you thought of this session



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INTERESTED IN JOINING A PEER GROUP?



Peer Group Benefits



INDUSTRY EXPERTISE AND KNOWLEDGE

- Access to knowledge & resources
- Tools to enrich your operations
- Benchmarking



STRATEGIC GROWTH AND PROFITABILITY

- Profit enhancing strategies
- Cost savings ideas you can apply
- Development for your organization

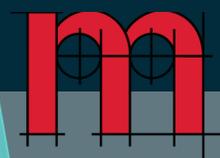
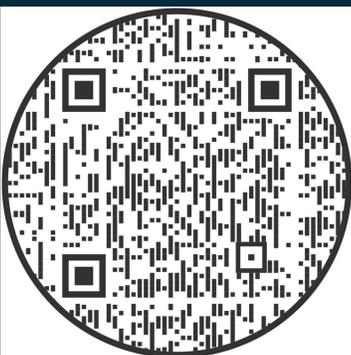


NETWORKING AND COLLABORATION

- Networking and interaction
- Carefully screened members
- Joint venture / referral opportunities

Architectural and Residential
Contractors needed

Scan the QR Code below to receive
more information regarding peer
groups:



MCAA25



Shaabini Alford

**Driving Organizational
Performance
and
Innovation Through
Peer Groups**

Maxim Consulting Group



Management Consulting

- Strategic Planning
- Operational Excellence
- Technology Integration
- Training & Development



Lean Transformations

- Supply Chain Management
- Design Standards
- Enterprise Scheduling
- Process Standardization



Peer Groups

- Electrical
- Mechanical
- Fire Protection
- General Contractor
- Heavy Civil
- Utility



Corporate Finance Advisory

- Mergers & Acquisitions Advisory
- Equity & Debt Financing
- Ownership Transition
- Management Succession
- Captive Insurance

Objectives

- ❖ Overview of peer groups and their role in business growth
- ❖ Best practices and overcoming common challenges
- ❖ Key benefits of engaging in peer groups

Understanding Peer Groups

- ❖ **Definition** - A contractor peer group is formed for the specific purpose of exchanging ideas, best practices, and continuous learning with a group for comparable contracting firms.

- ❖ **Formation and Compatibility** – Based on several factors
 - ❖ Revenue volume & size
 - ❖ Markets served
 - ❖ Scopes of work
 - ❖ Self perform capability
 - ❖ Union/Non-Union
 - ❖ Location (no competitive overlap)
 - ❖ Ownership structure

Understanding Peer Groups

- ❖ **Structured vs Informal** – 3rd party facilitator vs self-led by members

- ❖ **The Experience** –
 - ❖ Expert facilitation
 - ❖ 2-day events twice annually
 - ❖ Held at a member facility or central location
 - ❖ CEO roundtable format
 - ❖ Comparative analysis
 - ❖ Hot topics

Impact of Peer Groups on Organizations

- ❖ Gaining new perspectives and best practices
- ❖ Enhancing leadership skills through peer learning
- ❖ Expanding professional networks and business opportunities
- ❖ Driving innovation through cross-industry insights

Best Practices for Maximizing Value from Peer Groups

- ❖ Accountability – goals and expectations
- ❖ Confidentiality – knowledge sharing, trust
- ❖ Investment – problem-solving, strategic decision-making

Overcoming Common Challenges

- ❖ Competitive concerns and Information sharing
- ❖ Balancing time commitment with business priorities
- ❖ Ensuring diverse and high-quality group participation

Evaluating Success

- ❖ To evaluate the impact of participating in a peer group consider the following metrics
 - ❖ Business Growth & Performance
 - ❖ Has participation led to revenue growth, cost savings or operational improvements
 - ❖ Leadership Development
 - ❖ Has the participant(s) gained new skills, perspectives, or strategies that enhanced decision-making?
 - ❖ Networking & Business Opportunities
 - ❖ Innovation & Knowledge Sharing
 - ❖ Employee Engagement & Retention

Evaluating Success

- ❖ To evaluate the impact of participating in a peer group consider the following metrics
 - ❖ Networking & Business Opportunities
 - ❖ Have valuable connections, partnerships or client referrals been made?
 - ❖ Innovation & Knowledge Sharing
 - ❖ Have new ideas, technologies, or industry trends been applied?
 - ❖ Employee Engagement & Retention
 - ❖ Is participant(s) bringing insights back to their teams, has moral and retention improved?

Case Studies & Success Stories

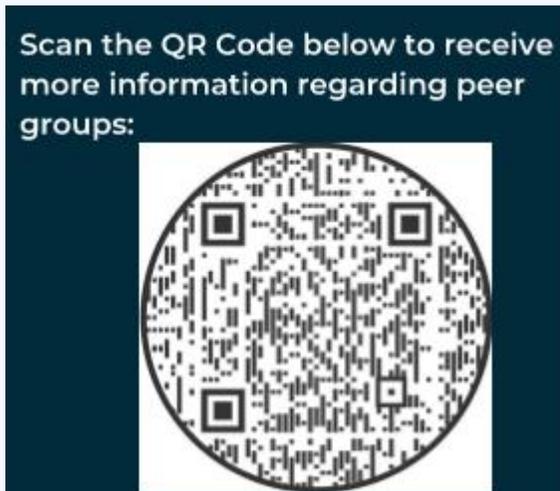
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Real Examples from Existing Peer Groups

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Conclusion

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Interested in joining a peer group?
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Shaabini Alford

Director

Maxim Consulting Group

9800 Pyramid Ct., Suite 400

Englewood, Colorado 80112

office: 303-688-0503

mobile:310-991-5747

s.alford@maximconsulting.com

www.maximconsulting.com

