

*Presentation by:
Mike Novakoski, President & CEO | January 2019*



MIKE NOVAKOSKI
Partner, Become Unmistakable
President & CEO, Elzinga & Volkers



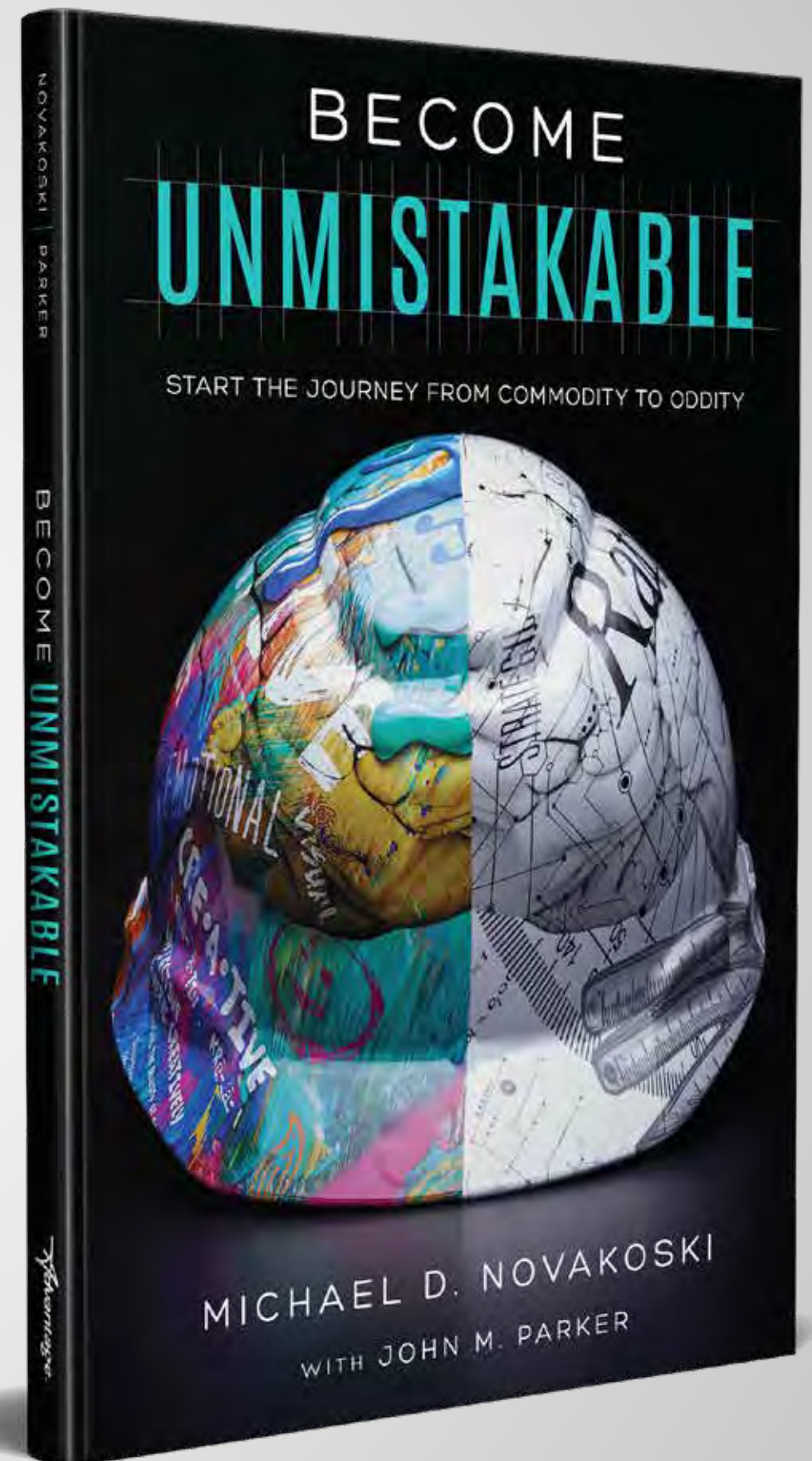
MIKE BYAM
Terryberry
mbyam@terryberry.com

WOW US AND WIN!

If we address your question during today's live broadcast, you'll receive a complimentary copy of *Become Unmistakable: Start the Journey from Commodity to Oddity* by Mike Novakoski and John Parker!

Q&A will take place at the end of the webcast, but you can submit questions any time using your tool tray on the right side of your screen.

Copies are also available for purchase on Amazon.



FAST FACTS.



\$100M REGIONAL COMPANY WITH A \$200M NATIONAL PRESENCE



EST. 1945

200
EMPLOYEES

10+
YEARS WITHOUT
A LOST TIME
INJURY



EV GROUP



EST. 2018



U-MAPPING



SPEAKING ENGAGEMENTS



UNMISTAKABLE LEADER PROGRAM



CONSULTING



LONGING FOR SOMETHING BETTER?



LONGING FOR SOMETHING BETTER?

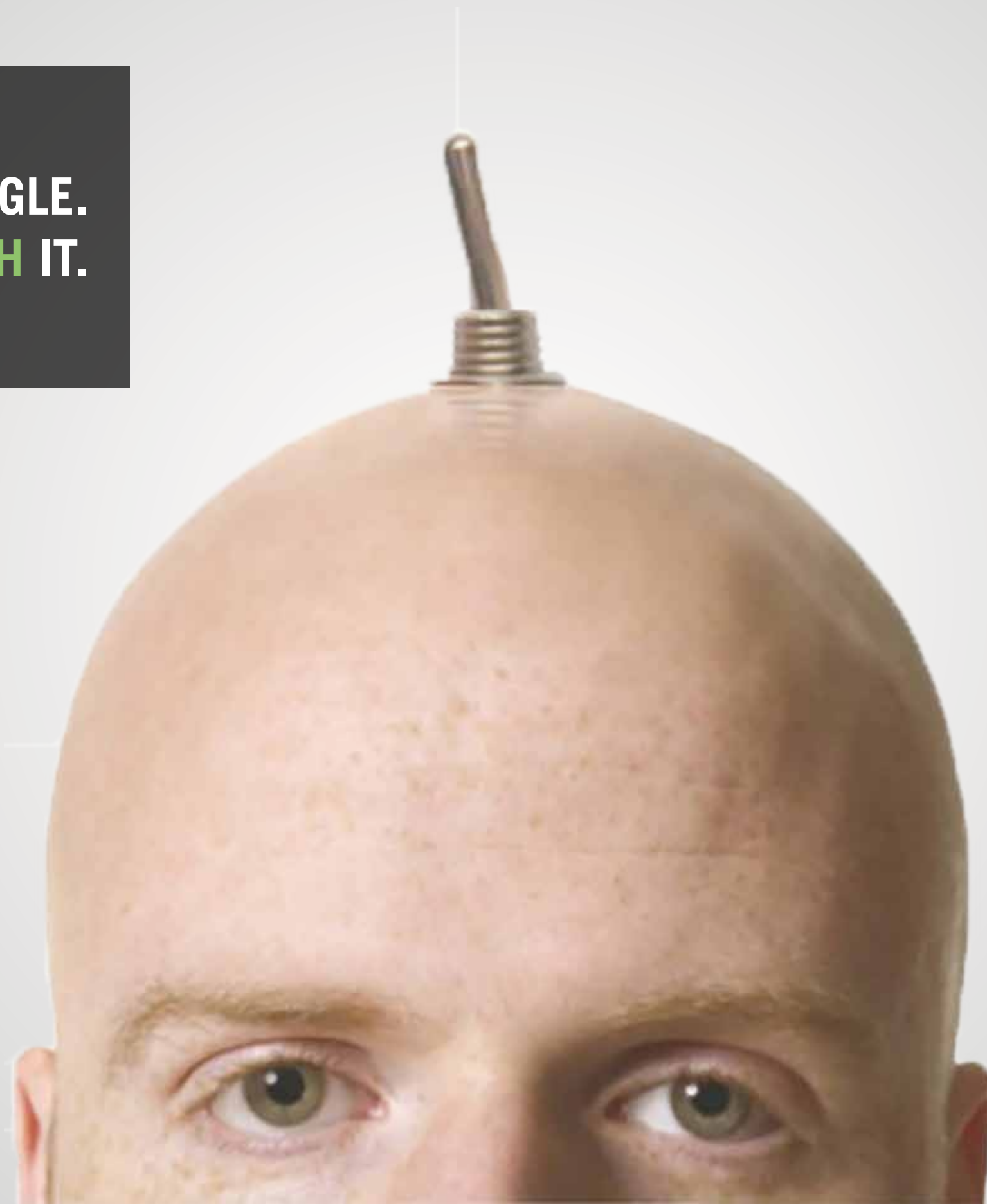


LONGING FOR SOMETHING BETTER?

BE **AWARE** OF THE TOGGLE.
KNOW WHEN TO **SWITCH** IT.

RIGHT BRAIN

Intuitive
Emotional
Visceral
Cognitive
Creative
Spatial
Approximate
Artistic



LEFT BRAIN

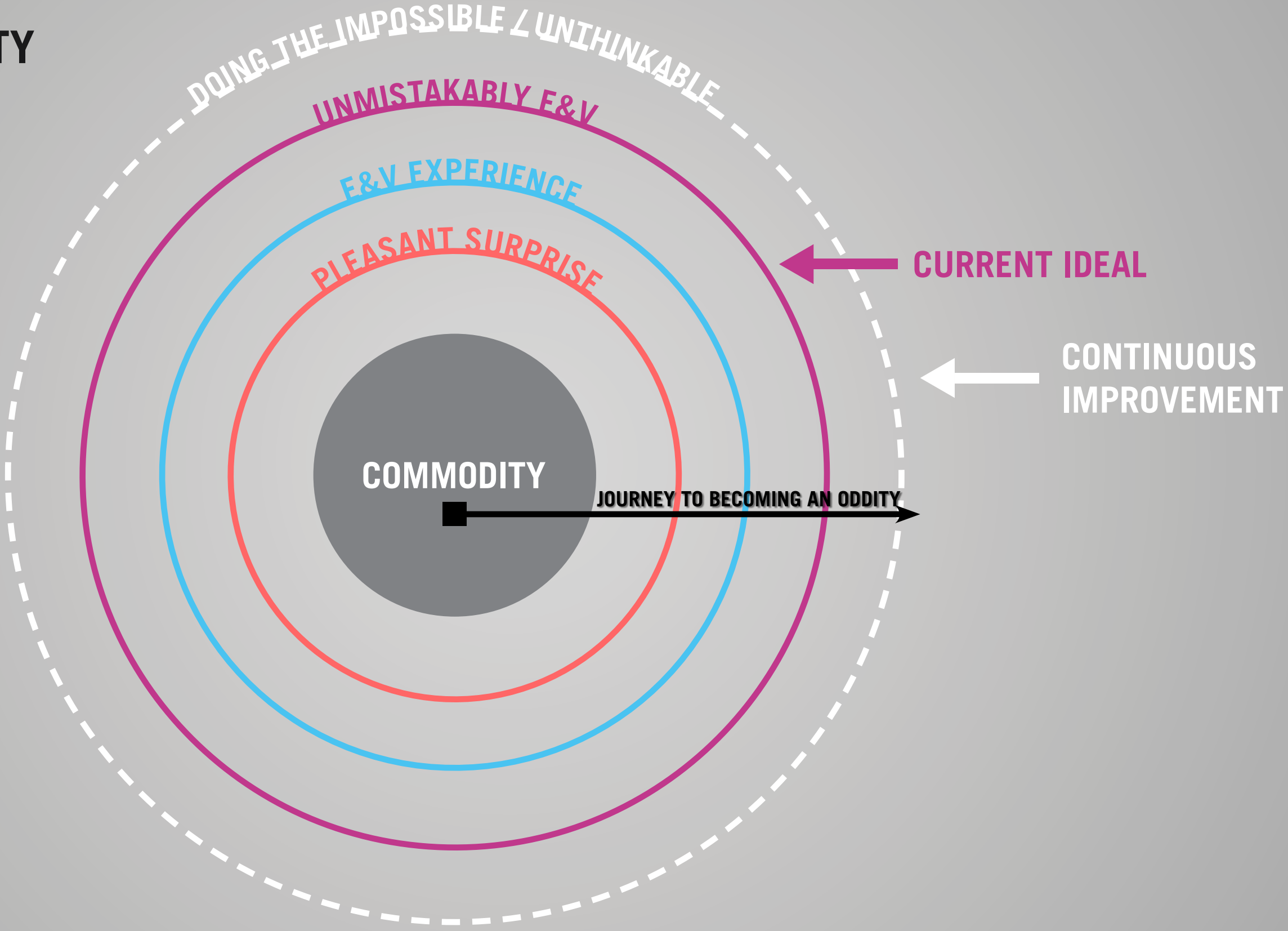
Analytical
Mathematical
Pragmatic
Scientific
Black & White
Sequential
Practical
Detailed

Our Journey

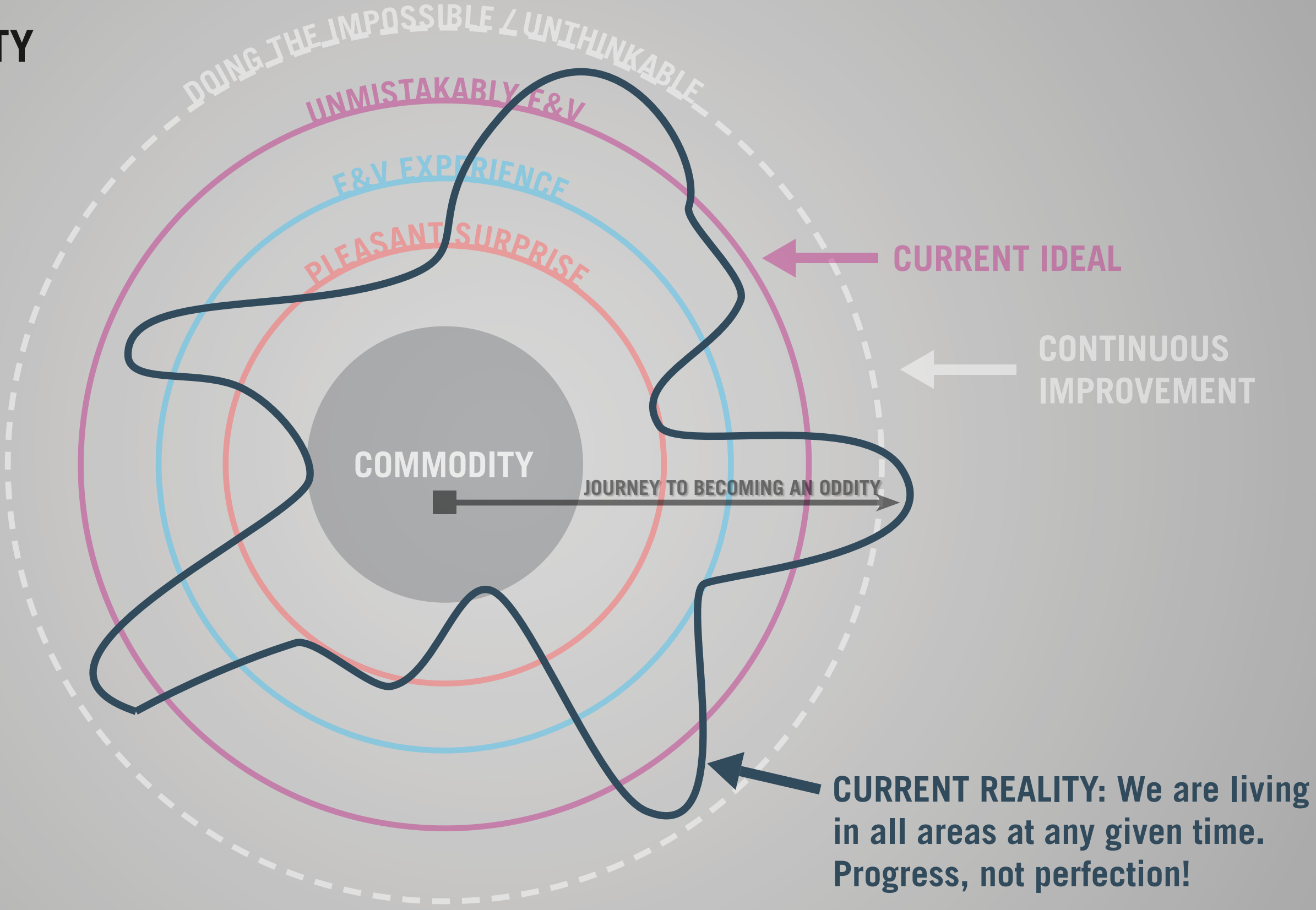
FOCUS ON THE JOURNEY,
NOT THE DESTINATION.

Greg Anderson

THE JOURNEY FROM COMMODITY TO ODDITY

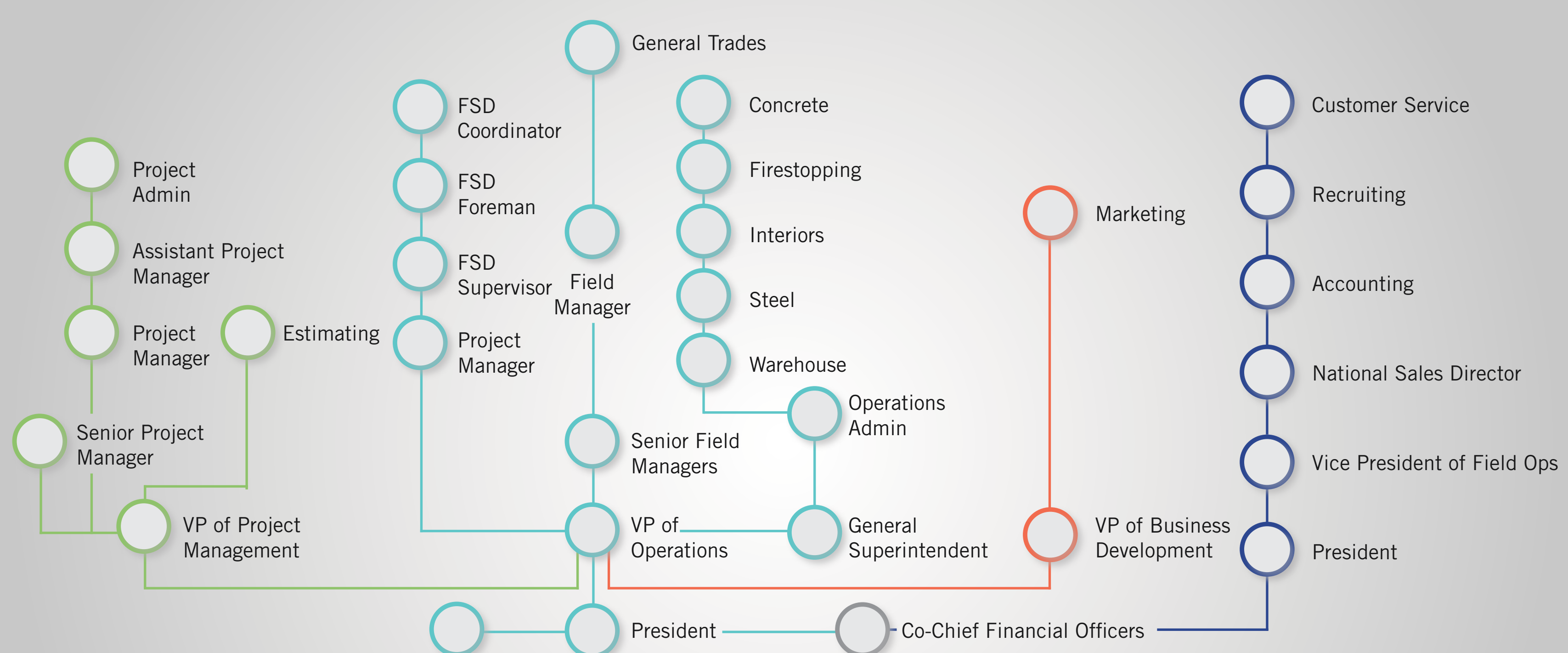


THE JOURNEY FROM COMMODITY TO ODDITY



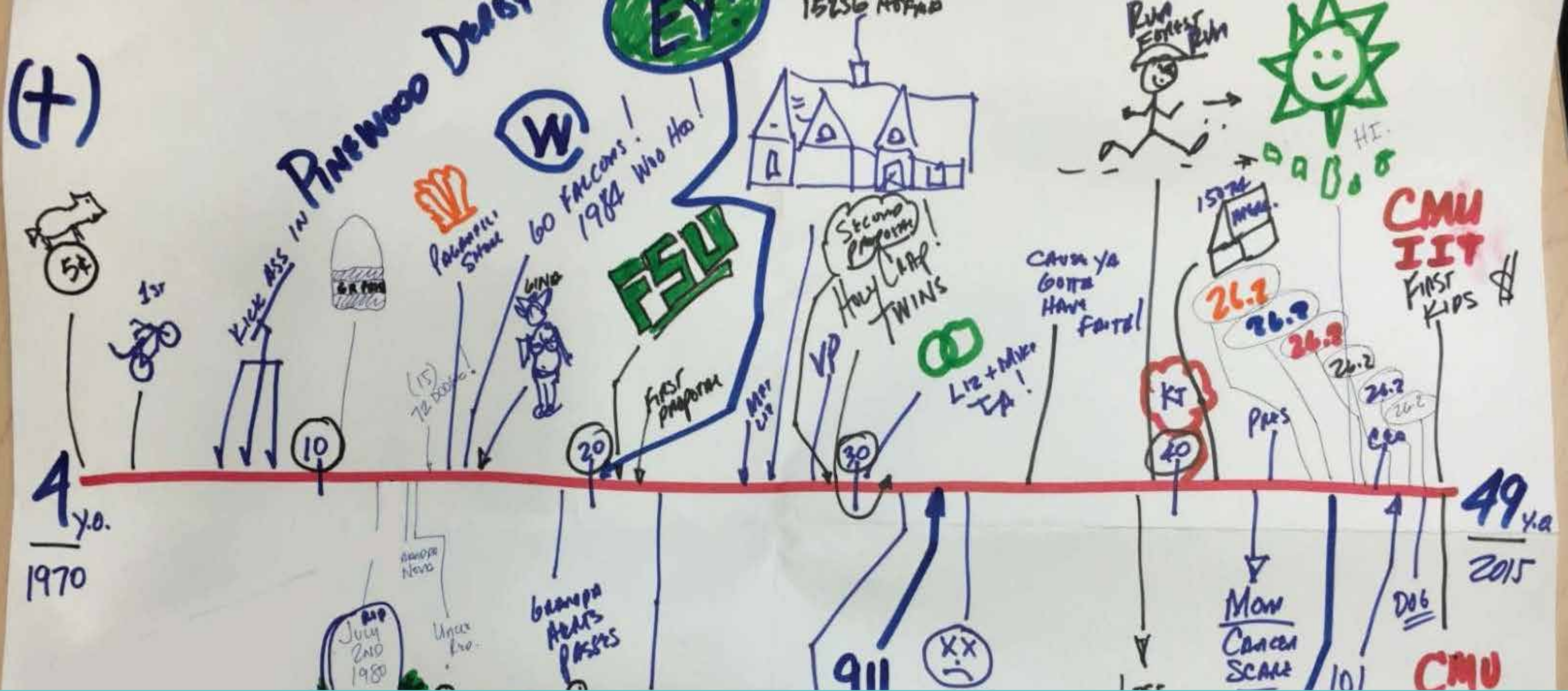


INSIDE OUR WALLS



**I'M NOT MUCH,
BUT I'M ALL I
THINK ABOUT.**





SHARING MY "LIFELINE"





A Glimpse into an E&V Retreat

MEANINGFUL, MEMORABLE,
UNMISTAKABLE

Savoring our Success



SAVORING OUR SUCCESSES



OUTSIDE THE WALLS



Trade
Contractor
Swear Box

**RESPECT &
ACKNOWLEDGMENT.**

CONTRACTOR ROUNDTABLES

AGENDA

- 1 Welcome (5)
- 2 Communication Starter (20)
- 3 Participant Updates/Sharing (60)
- 4 Host Topic (30)
- 5 Address "Parking Lot" (25)
- 6 Conclusion (10)
- 7 Determine Next Host

TOTAL 2.5 Hours

BROADLY IMPACT YOUR COMMUNITY



ELZINGA VOLKERS & THE BRETON GROUP
 CONSULTING PROFESSIONALS BRING YOU...
Checks for Charity
 2016 Super Bowl Squares

DENVER BRONCOS

CAROLINA PANTHERS

How it works:
 Locate your organization's logo on the chart. Follow the row and column up to the corresponding numbers located on the top and left side of the grid. These numbers represent the last digit of the possible score of each team in the game. If your digits match the last number of the score at the end of that quarter, then you win! Please note that your numbers change for each quarter of the game. Follow us during the game for real-time updates.

Facebook/Elzinga-Volkert
 #checkstorcharity2016

		1	2	3	4	5	6	7	8	9	0
1	4	9	1	2	5	7	3	8	6		
2	0	4	1	9	6	5	8	3	7		
3	4	5	0	3	1	2	6	8	9		
4	8	6	7	0	1	5	3	2	4		
5	9	2	4								
6	1	7	5	1							
7	3	6	1	5							
8	8	1	6	2							
9	0	2	0	6							
0	2	5	4	9							
1	7	8	9	7							
2	5	4	3	8							
3	6	4	7	3							



AVOIDING FINES OR CHERISHING TIMES?

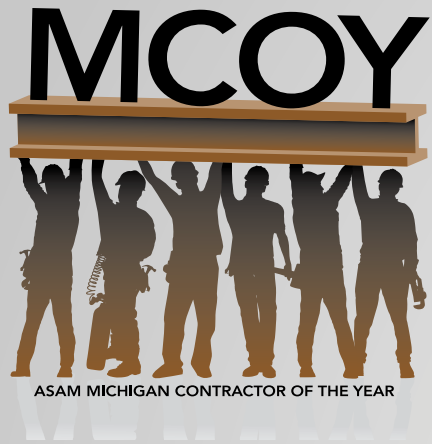


I LOVE when my mom / dad / grandma / grandpa comes home safe because...
Then we can eat donuts together and snuggle!!

A hand-drawn illustration showing a family of four in a car. A mother is driving, a father is in the passenger seat, and two children are in the back seat. A yellow light fixture hangs from the ceiling, casting a glow on the family. The drawing is done in a simple, sketchy style with some color.

THIRD PARTY VALIDATION





MI CONTRACTOR OF THE YEAR CRITERIA

BID ETHICS & PRACTICE
SAFETY
JOBSITE SUPERVISION
COMMUNICATION
SCHEDULE COORDINATION
PROJECT RELATIONS
LIEN PROCESS
ADMINISTRATIVE PROCEDURES
PAYMENT TERMS
QUALITY WORKMANSHIP



BEST & BRIGHTEST CRITERIA

RECRUITMENT, SELECTION & ORIENTATION
EMPLOYEE ENRICHMENT, ENGAGEMENT &
RETENTION
COMPENSATION, BENEFITS & EMPLOYEE
SOLUTIONS
DIVERSITY & INCLUSION
EMPLOYEE EDUCATION & DEVELOPMENT
COMMUNICATION & SHARED VISION
WORK-LIFE BALANCE
EMPLOYEE ACHIEVEMENT AND RECOGNITION
COMMUNITY INITIATIVES

WHAT
CRITERIA
WOULD YOU BE RATED ON?



TOOLS TO ENGAGE EMPLOYEES

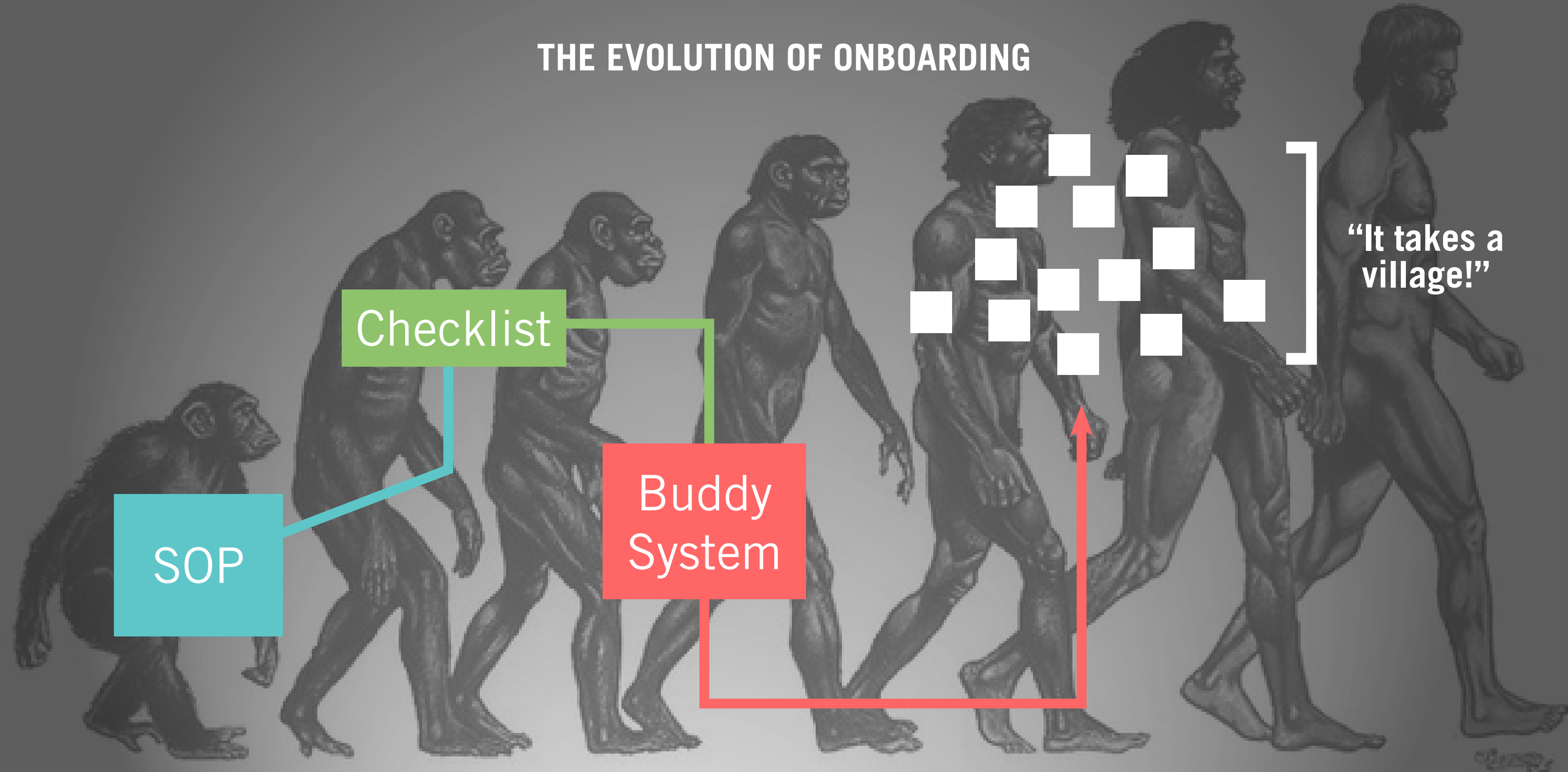
Blueprint for Success™

Talent Sieve™

Corporate ABS™

uMap™

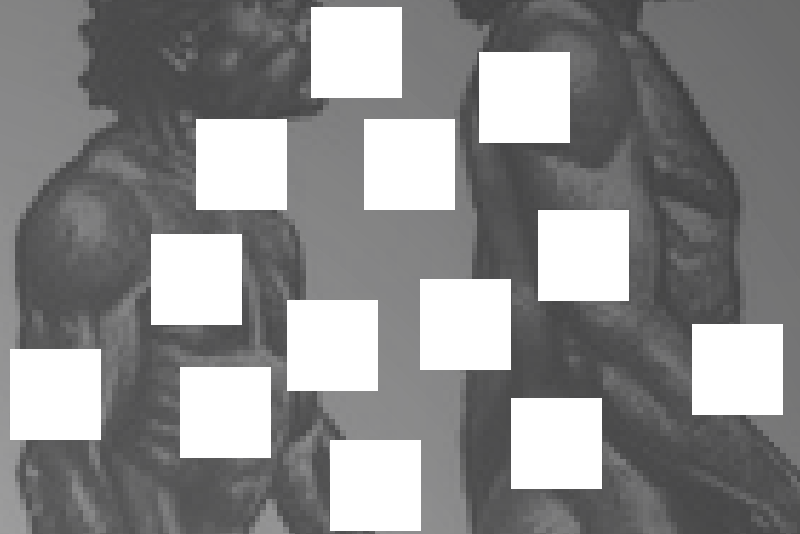
THE EVOLUTION OF ONBOARDING



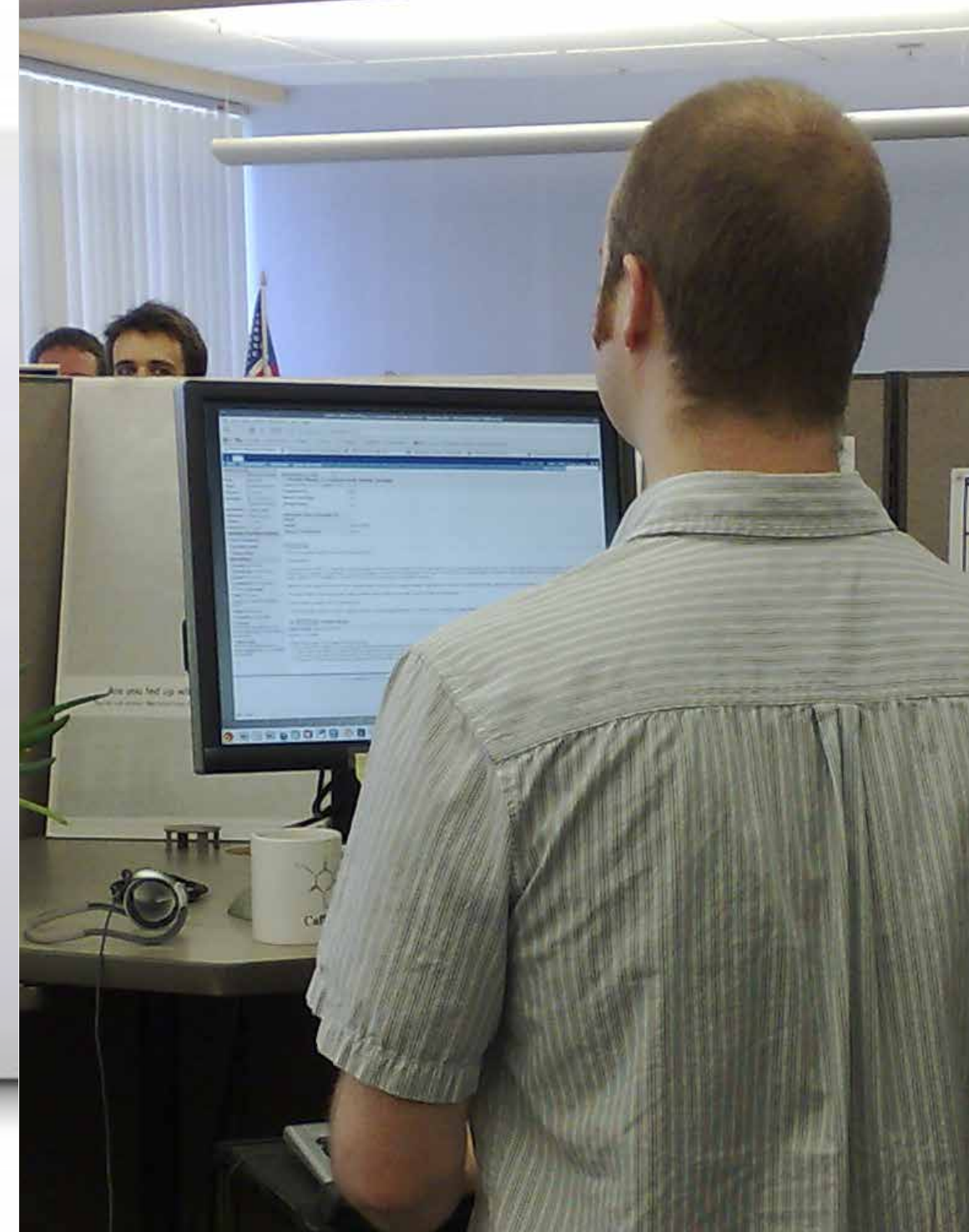
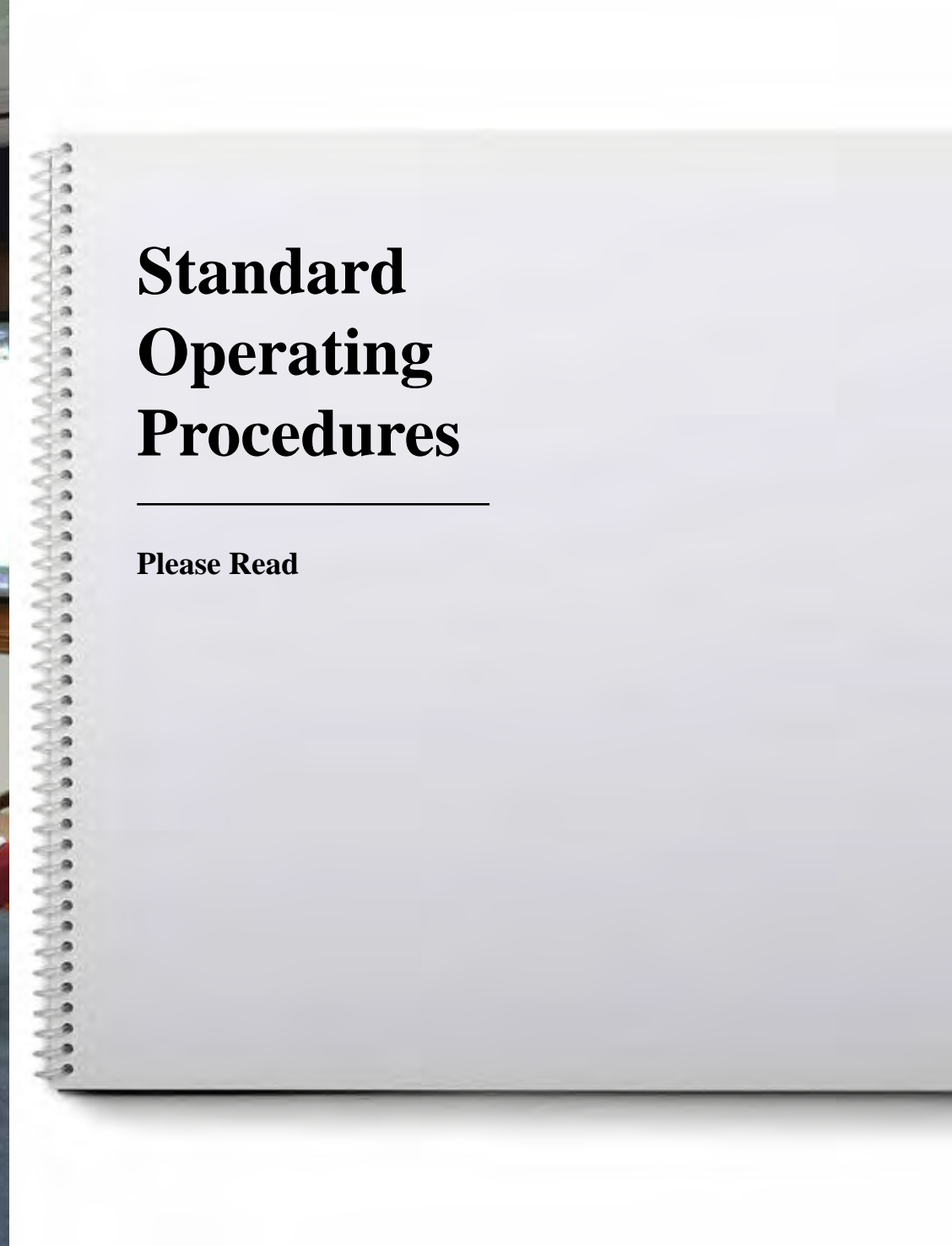
SOP

Checklist

Buddy System



“It takes a village!”



THE OLD WAY

TRAINERS, MANUALS, AND VIDEOS

THE NEW HIRE CHECKLIST

Name: Caleb Benedict	Hire Date: 6/18/18
Title: General Trades Laborer	Cell #: 231-288-7589

ALL EMPLOYEES			
Item	Person Responsible	Completion Status	
Title / Rate of Pay	Tammy K.		
Physical / Drug Test	Tammy K.		
Notification of New Hire	Tony R.		
Photograph	Marketing		
Employee Info Packet	Tammy K.		
Benefit Information	Tammy K.		
Company Gifts	Morgan W.		
Employee #	Tammy K.		
Contact Lists	Norma F.		
Hard Hat / Safety Glasses / Ear Protection	Morgan W.		
Safety Skills	Jamie S.		
Background Check	Tammy K.		
Create Email Account	Morgan W.		
Welcome E-mail	Marketing		

FIELD MANAGERS & OFFICE EMPLOYEES			
Item	Person Responsible	Completion Status	
Laptop Setup (email, signature, groups)	Morgan W.	N/A	
Mailbox (warehouse or office)	Norma F.	N/A	
Cell Phone (provided or reimbursed)	Jenna G.	N/A	
Vehicle (provided or reimbursed)	Tony R.	N/A	
Business Cards	Marketing	N/A	
Press Release	Marketing	N/A	
Professional Photograph	Marketing	N/A	
Resume	Marketing	N/A	
Timesheet	Office Buddy	N/A	
Update Org. Chart	Morgan W.	N/A	

FIELD MANAGERS			
Item	Person Responsible	Completion Status	
Manuals (Site Superintendant, Quality Standards, MSDS)	Brian W. / Rachel A.	N/A	
Cards (fuel, home depot, lowe's, menards)	Jamie S.	N/A	

OFFICE EMPLOYEES			
Item	Person Responsible	Completion Status	
Office Setup	Morgan W.	N/A	
Desk Phone & Voicemail	Norma F.	N/A	
Name Plate	Marketing	N/A	

CONGRATS! WE ARE PUTTING YOU IN CHARGE OF ANOTHER HUMAN!

You have been chosen to be an office buddy for Bryan Ray. He is starting on Monday, July 16th at 8:00 AM. His office is located in EV Group, across from Mike P.

PRIOR TO THEIR ARRIVAL:

- » Please get them a card welcoming them to the team. Also, you will need to get them a small gift. This is not something big, just a nice gesture – ie. Flowers, candy, notebook, coffee mug, etc.
- » Setup lunch on their first day with them, yourself and the 5 EC members.

DAY OF ARRIVAL:

- » You are responsible for greeting them when they arrive. You will also need to show them where their office and your office is located, where the closest restroom is, and where the breakroom is.
- » Review their first day schedule.
- » Walk them down to Rachel's office so she can review the Blueprint for Success program.
- » Check in throughout the day to see if they have any questions.

FOLLOW-UP:

- » Check in at least once a day through the first week.
- » Setup a lunch meeting after 30 days to see how things are going.

“THE ROPES”

- » What do most people do for lunch?
- » Should I be early for meetings?
- » Casual Fridays and what that means at EV.



**THE OFFICE
BUDDY SYSTEM**



THE NEW WAY

SUCCESS IS OWNED BY ALL EMPLOYEES

PROJECT MANAGEMENT

Blueprint for Success



**ELZINGA
&
VOLKERS**

CONSTRUCTION PROFESSIONALS



SECTION 3:
Resources

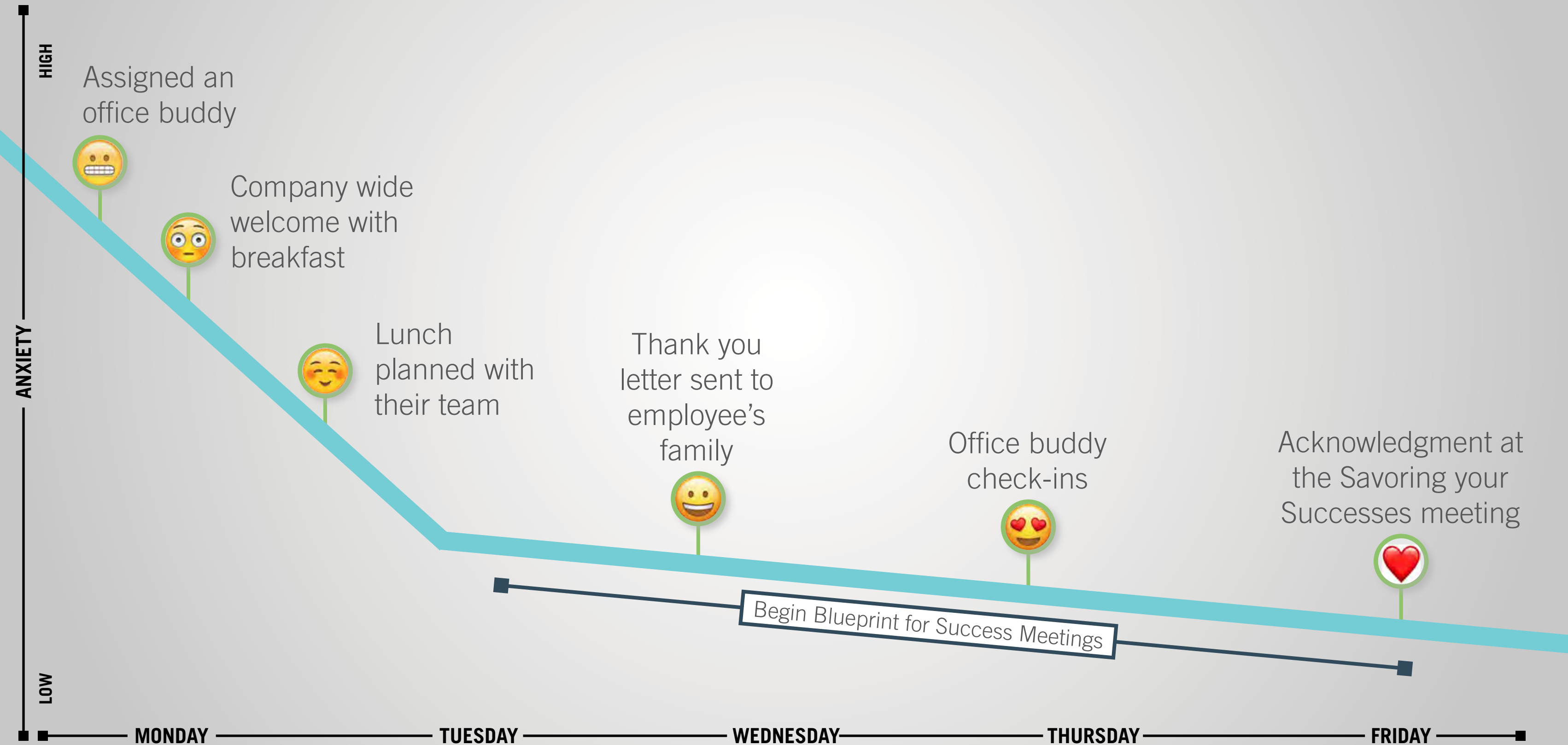
SUCCESSFUL LAUNCH OF A NEW EMPLOYEE RELIES ON SMEs (SUBJECT MATTER EXPERTS)

NEW EMPLOYEES ARE BROUGHT UP TO SPEED QUICKLY BY A TEAM OF PEOPLE

NEW EMPLOYEES CONNECT PERSONALLY WITH MANY COWORKERS IN THE FIRST FEW WEEKS



CONNECTION & REDUCING ANXIETY



CORPORATE
ABS™

A·B·S
Artifacts, Beliefs, Stories



**ARE YOU
FIT FOR
BUSINESS?**

ARTIFACTS



BELIEFS



PEOPLE BEFORE PROFITS



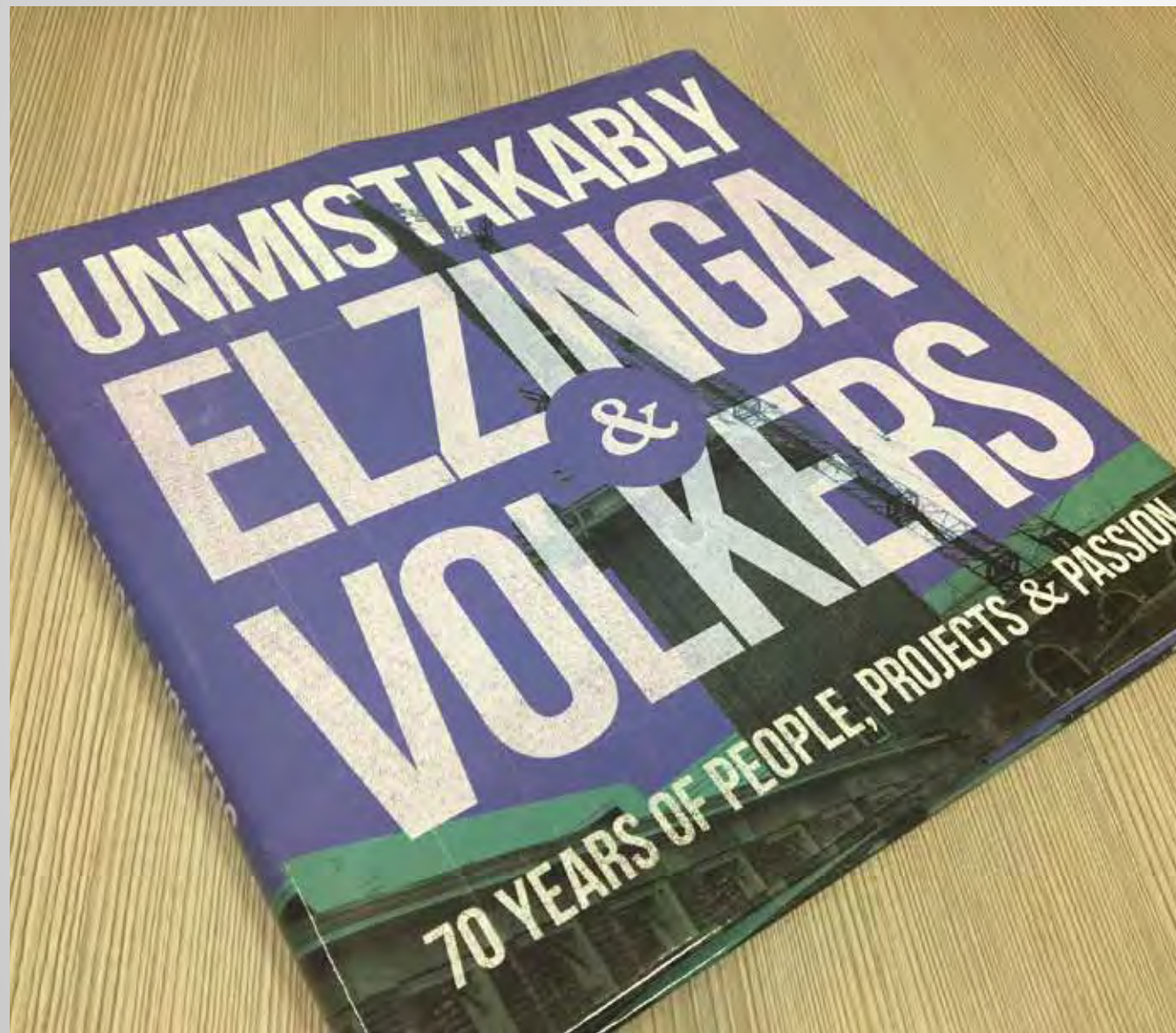
Unmistakably



**ELZINGA
&
VOLKERS**

CONSTRUCTION PROFESSIONALS

STORIES

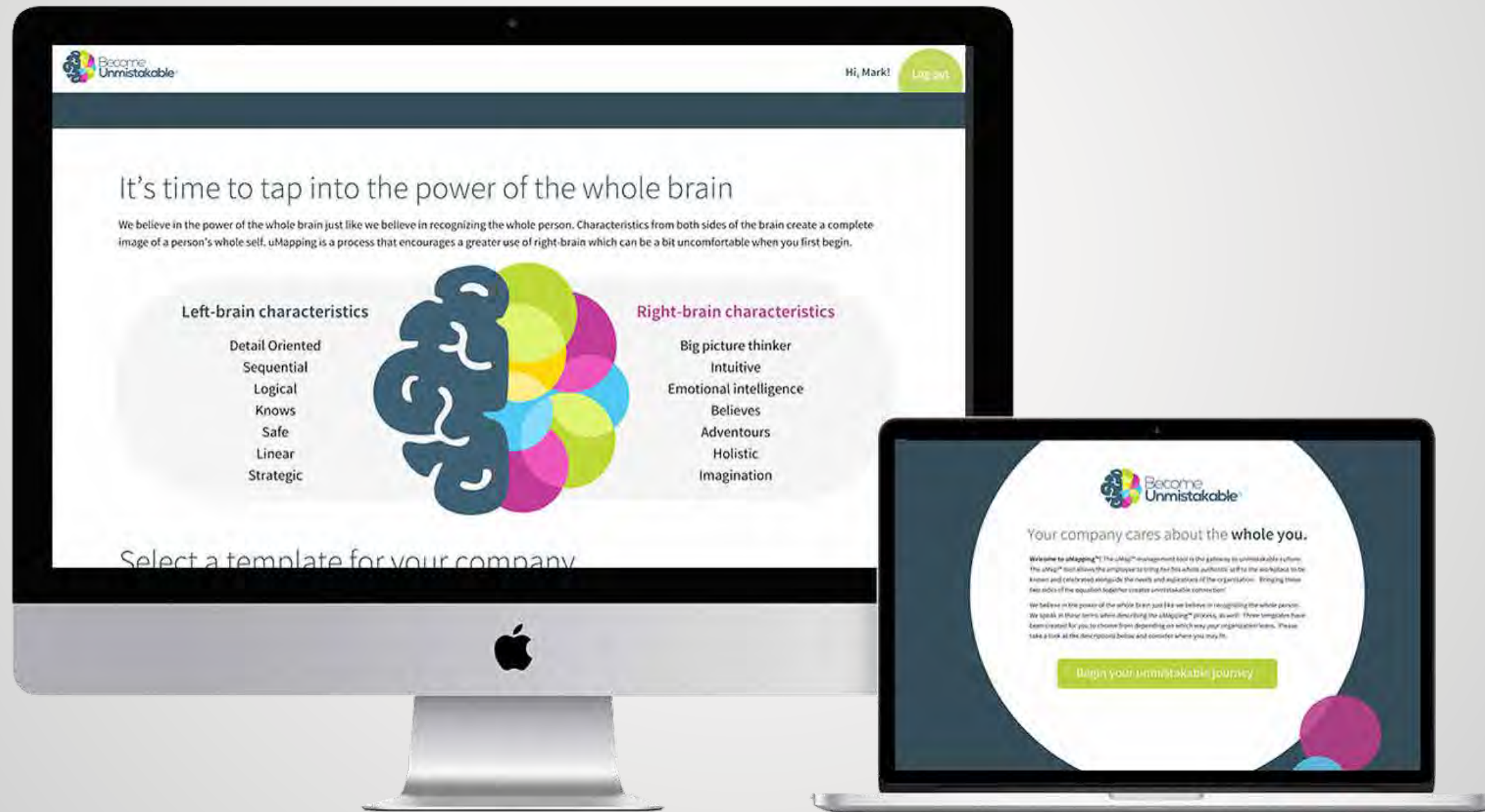


12' WOODEN SHOES



WARRIOR DASH

INTRODUCING THE POWER OF THE uMap™



WHAT IS A uMap™?

MEANINGFUL CONNECTION (DRIVES TRUST & VULNERABILITY)

A “LEFT” AND “RIGHT” BRAIN DASHBOARD

A SNAPSHOT OF THE WHOLE PERSON (PERSONAL AND PROFESSIONAL)

USED TO CREATE CLARITY AND ALIGNMENT

AN EMPLOYEE ENGAGEMENT TOOL

 Top Responsibilities

My uMap™

Name:

Title:

Hire date:

BEST DAY EVER!



IMPORTANT PEOPLE & PETS



 Professional Goals

Brand Icon

PERSONAL GOALS

SUPER POWERS



 Development and Coaching

Create an exceptional employee experience by implementing a uMap™ within your organization.

Begin your uMap™ journey by contacting us at: info@becomeunmistakable.com or +1 800.253.6391




FAVORITES

“

FAVORITE QUOTE



You are on the path to creating meaningful connections



Yahoo! You're done and feeling accomplished.

Share my uMap

Feeling connected to your coworkers and building relationships in the workplace allows you to be more in tune with the overall well-being of your organization. Sharing your uMap™ is one way to begin that journey. Choose to share publicly with everyone in the organization or choose to just share with your manager and direct reports. It's totally up to you, but the more you share, the better we connect.

Share my uMap with everyone. Share my uMap with my manager and direct reports.

Use my uMap

Share your completed uMap with your supervisor. Talk about how you chose your inspirational quote and what it means to you. Discuss your Super Powers and how they impact your team. Let your supervisor know what a great day at work looks like for you.

Display your uMap™ in your workspace. Share it with your co-workers. Begin making connections in ways you hadn't before.

Save and View uMap

Complete this section

What are your top responsibilities?

Responsibility #1

Actively manage marketing operations (team, tasks, & budgets)

Responsibility #2

Creatively produce high quality marketing materials to support current bu

Responsibility #3

Develop strategies to increase department efficiency by defining areas of i

Responsibility #4

Lead the company through a brand refresh/rebranding

Responsibility #5

Pursue growth and learning opportunities to get involved in office leaders

Save and continue

< View Previous

Skip for now >





Top Responsibilities

1. Extend our brand into all areas of each of the three companies
2. Support and assist in development of EV Group
3. Continue to develop new, innovative culture-building initiatives
4. Work to build scalable "Become Unmistakable, LLC" products and a thriving business to help others in their journey
5. Share our stories with anyone (or group) that will listen; be the public face!



Professional Goals

1 Year: Graduate from Harvard Business School OPM 53 Program - March 2019

3 Year: Build or acquire a fourth, diversified company based off our unmistakable business platform

5 Year: Have a third & fourth book written



Development and Coaching

Training needs (short-term): Public Speaking — Messaging to 1,000+ Audiences

Training needs (long-term): Leadership — Ongoing "30,000 ft" CEO Education

Trusted Resources

Tony Roussey
Joe Novakoski



Mike Novakoski

President & CEO

Hire date: 6/6/88



COMMITTED TO BUILDING THE BEST VERSION OF ME!

BEST DAY EVER!

A great day at work means: I've had meaningful connection with my team. We had a level of conversation that only exists because of the incredible trust and vulnerability that exists. I am thrilled with the win(s) that someone on my team shared and got to experience this joy with them.

PERSONAL GOALS

1 Year: Run the New York City Marathon in November 2019

3 Year: Run Boston Marathon

5 Year: Get an in-depth health screen at a reputable national clinic

FAVORITES

Food Wood-fired Pizza **Drink** Ice Cold Arnold Palmer **Snack** Spicy Flavored Chips/Snacks
Candy Dark Chocolate **SPORT** AMERICAN FOOTBALL **Hobby** Woodworking **Color** Yellow
Restaurant The Chop House **Way to be recognized** A Hand-written Note

Liz Novakoski
Bride of 22 Years Jun 14

Noah Novakoski
#1 Son 5/14/97

Madison Novakoski
Favorite Oldest Daughter 5/14/97

Faith Novakoski
Favorite Middle Daughter 10/21/04

KT Novakoski
Favorite Youngest Daughter 2/16/07

Bella (Bouvier des
Flaundes)
Wife's Best Friend 12/25/14

2 Little Guinea Pigs
KT's Litter

Three Horses



SUPER POWERS

At home: I can fix anything. I am blessed with a high level of mechanical inclination.

At work: Getting people to understand a vision and get excited about it

FAVORITE QUOTE

"Be so good they can't ignore you."

— Steve Martin



Some content here talking about giving, conversations, and finalization. Some content here talking about giving, conversations, and finalization. Some content here talking about giving, conversations, and finalization.

Annie's self-reflection



Comments

I feel like I am doing a great job of doing my job. I think I have done an excellent job of doing my job. I think I have done an excellent job of doing my job. I think I have done an excellent job of doing my job. I think I have done an excellent job of doing my job. I think I have done an excellent job of doing my job.

How would you rate Annie?



Comments

I think Annie has done a great job of doing her job. I think Annie has done a great job of doing her job. I think Annie has done a great job of doing her job. I think Annie has done a great job of doing her job. I think Annie has done a great job of doing her job. I think Annie has done a great job of doing her job.

Finalize the review

Some content here talking about giving, conversations, and finalization. Some content here talking about giving, conversations, and finalization. Some content here talking about giving, conversations, and finalization. Some content here talking about giving, conversations, and finalization. Some content here talking about giving, conversations, and finalization.

Finalize the review to employees to accept



EASE OF USE

EMPLOYEE OWNED AND DRIVEN

30-60 MINUTES TO MAKE

COLLABORATION INVOLVED

MAPS FOR DIFFERENT LEVELS OF VULNERABILITY

LEFT BRAIN

Bob Ubanks
Writer
Hire date: October 2, 2018

Top Responsibilities

1. Writing, editing, and proofreading text.
2. Research and develop contacts.
3. Negotiate terms and conditions of contracts.
4. Communicate with clarity and creativity.
5. Seek publishing contracts.

Key Performance Indicators

1. Weekly article views increase by 10%
2. Increase article shares to social media by 25%
3. 25 comments on each weekly article.

Team Success Measures

1. Article circulation to 4 million readers.
2. Increase subscription revenue by 15%.
3. Convert 75% of leads into articles.
4. Book distribution goals- 12,000
5. Continuous content training for advance team.

Professional Goals

- 1 year Publish monthly in a major newspaper.
- 3 year Have my own column.
- 5 year Become chief editor.

Development and Coaching

Development needs

- Business of book publishing.
- Advanced byline strategies.

I am coached by
Allen Smith
Roald Dahl.

Important People & Pets

BRUNDA Wife March 02
BRUNDA Daughter October 16
WYOM Son July 4
BOOY Cat

Personal Goals

- 1 year Train for my first 25k.
- 3 year Begin the process of writing my first book.
- 5 year Publish first book.

Inspirational Quote

To gain your own voice, you have to forget about having it heard.

Connecting through words.

My eMap was completed on October 3, 2018 and powered by @become-illustrable

RIGHT BRAIN

LEFT BRAIN

Brigid Underwood
Director of Sales
Hire date: July 7, 2017

Top Responsibilities

1. Organize sales and product research.
2. Manage sales team.
3. Set targets, territories and sales experiences.
4. Advise company on various media including sales
5. Monitor sales policies.

Professional Goals

- 1 year Further develop leadership skills.
- 3 year Grow sales team by 100%.
- 5 year Take over general operations of the company.

Development and Coaching

Development needs

- Leadership and development.
- Seek out other mentors in the community.

I am coached by
Bob Jones
Jean Wilder

PERSONAL GOALS

- 1 year Well spent time and begin the getting process.
- 3 year Have more with my family.
- 5 year Run a successful business.

Best Day Ever!

A great day at work means... I have made an impact by bringing ideas to the table.

Brandon Husband April 1
Bryson Son August 11
Breana Daughter March 19
Bingo Dog

SUPER POWERS

- My superpower at home Staying calm when things get crazy.
- My superpower at work Thinking clearly even under pressure.

FAVORITES

- Food Sushi
- Drink Sweet Tea
- Snack Trail Mix
- Candy Starburst
- Sport Baseball
- Hobby Running
- Color Blue
- Restaurant Any place outside.
- Recognized

FAVORITE QUOTE

Courage is making moves no one else will make.

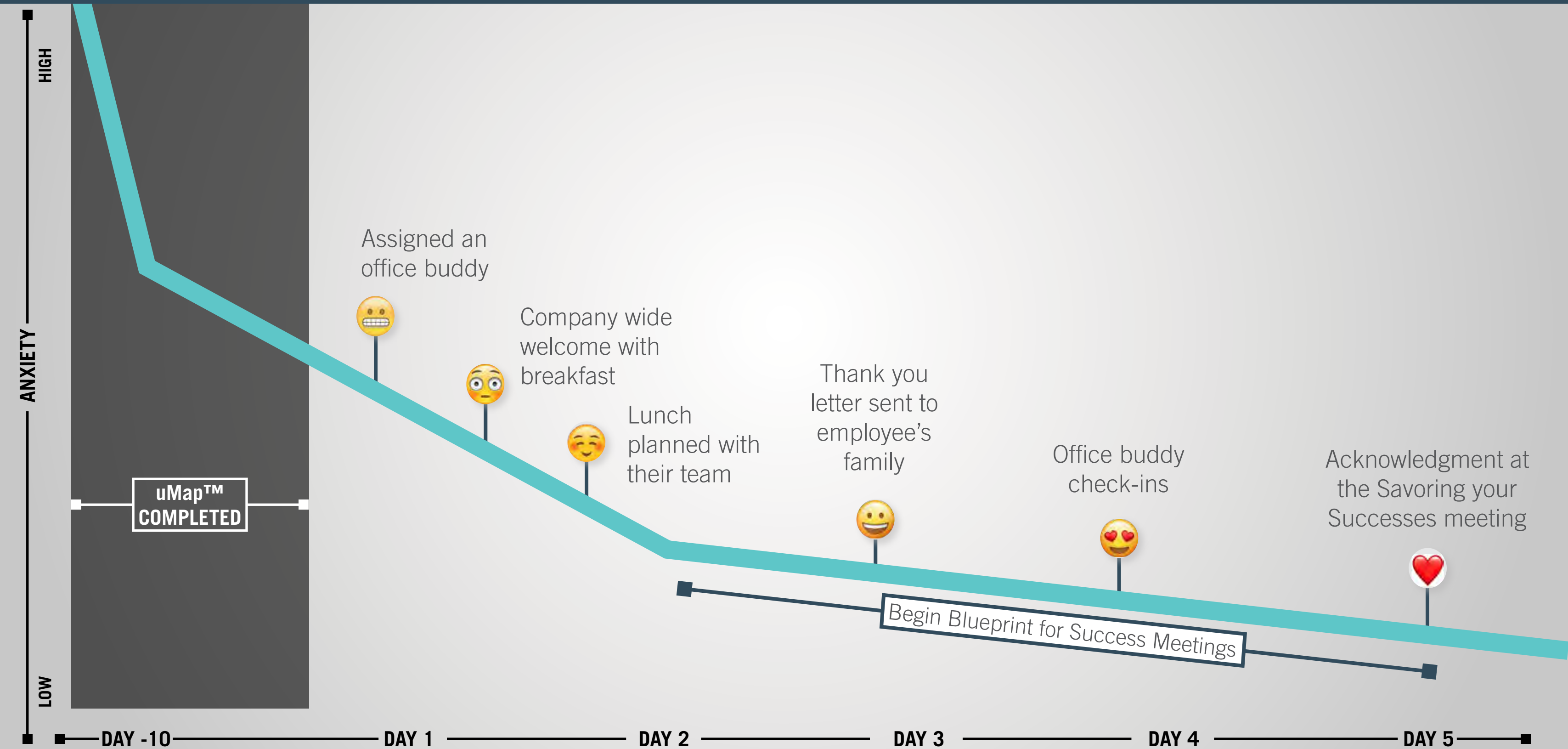
Think outside the box.

My eMap was completed on October 2, 2018 and powered by @become-illustrable

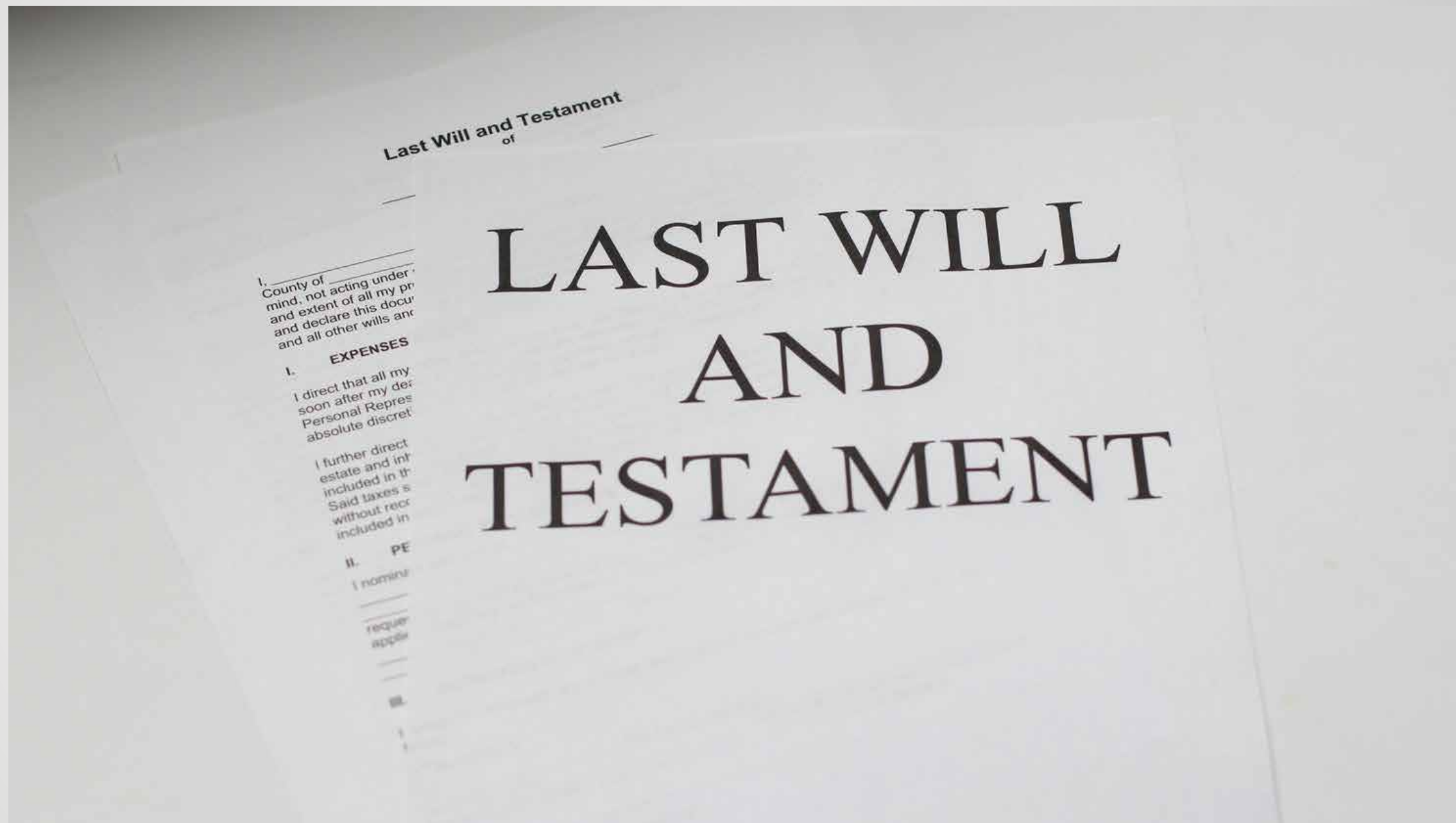
- Anonymous

RIGHT BRAIN

IT'S ALL ABOUT CONNECTION



**A STORY
OF uMap™
APPLICATION**



WHAT THE
uMap™ DID
FOR E&V

0% VOLUNTARY TURNOVER

WORTHY OF 8 NATIONAL AWARDS

UNBELIEVABLE LOYALTY AND CONNECTION TO EACH OTHER

BOTTOM LINE MARGINS INCREASED

MY TOWN

"MY TOWN IS THE PLACE WHERE MY HOUSE IS FOUND, WHERE MY BUSINESS IS LOCATED, AND WHERE MY VOTE IS CAST, IT IS WHERE MY CHILDREN ARE EDUCATED, AND WHERE MY NEIGHBORS DWELL, AND WHERE MY LIFE IS CHIEFLY LIVED. IT IS THE HOME SPOT FOR ME.

"MY TOWN HAS A RIGHT TO MY CIVIC LOYALTY. IT SUPPORTS ME AND I SHOULD SUPPORT IT.

"MY TOWN WANTS MY CITIZENSHIP, NOT MY PARTISANSHIP; MY FRIENDLINESS NOT MY DISSENSION; MY SYMPATHY, NOT MY CRITICISM; MY INTELLIGENCE NOT MY INDIFFERENCE.

"MY TOWN SUPPLIES ME WITH PROTECTION, TRADE, FRIENDS, EDUCATION, SCHOOLS, CHURCHES, AND THE RIGHT TO FREE MORAL CITIZENSHIP. IT HAS SOME THINGS BETTER THAN OTHERS. THE BEST THINGS I SHOULD SEEK TO MAKE BETTER; THE WORST THINGS I SHOULD HELP TO SUPPRESS.

"TAKE IT ALL IN-ALL. IT IS MY TOWN AND IT IS ENTITLED TO THE BEST THERE IS IN ME"

I ONLY WISH I KNEW WHO WROTE THIS.

J. O. WINTZELL, SR

My company is the place where _____, where my _____ is located
and where my vote _____, it is where my children _____, and where my neighbors
_____, and where my life is _____. It is the home spot for me.

My company has a right to my _____. It supports me and I should support it.

My company wants my _____, not my _____; my _____ not my
_____; my _____, not my _____; my _____ not my
_____.

My company supplies me with _____, _____, _____,
_____, _____, _____, and the _____.

It has some things better than others. The best things I should seek to _____; the worst things
I should help to _____. Take it all in - all. It is my company and it is entitled to
_____.

MY TOWN

"MY TOWN IS THE PLACE WHERE MY HOUSE IS FOUND, WHERE MY BUSINESS IS LOCATED, AND WHERE MY VOTE IS CAST, IT IS WHERE MY CHILDREN ARE EDUCATED, AND WHERE MY NEIGHBORS DWELL, AND WHERE MY LIFE IS CHIEFLY LIVED. IT IS THE HOME SPOT FOR ME.

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My company is the place where ^{FROM THE STAINLY} CARE, where my ^{PASSION} _____ is located,
and where my vote MATEAS, it is where my children WANT TO WORK, and where my neighbors
WISH THEY _____, and where my life is WERE _____. It is the home spot for me.

My company has a right to my TIME, _____. It supports me and I should support it.

My company wants my TRUTH, not my SIN; my PRIDE not my CREATIVITY
ASSAULT; my CHARACTER, not my RESUME; my HEART not my REPEATING

BODY _____, HEART _____, CHARACTER _____, SECRETNESS _____,
QUALIFICATION _____, SAFETY _____, SPEED _____,
TRUST _____, NAME _____, NUMBER _____

My company supplies me with A PURPOSE, SUPPORT, QUALITY OVER QUANTITY, SENSE OF URGENCY, VISION, CONFIDENCE, and the WILL TO DO MORE / CHALLENGES, INSPIRATION

It has some things better than others. The best things I should seek to REINFORCE _____; the worst things
I should help to ESTABLISH HIS GOD OF HIS BUILD _____. Take it all in - all. It is my company and it is entitled to
BEST OF ALL _____.

WHAT WE'VE LEARNED

TRUST AND VULNERABILITY ARE POWERFUL
LEADERSHIP MUST SET THE EXAMPLE
EMPLOYEES REALLY LOVE IT
AWARDS COME EASILY
BREAK OUT OF A COMMODITY MINDSET





For information on:

- Leadership Training
- Team Retreats
- Booking a Speaking Event

contact Become Unmistakable at

www.becomeunmistakable.com
1.800.253.6391
info@becomeunmistakable.com



For more information and a short video on implementing the uMap™ software in your organization, visit www.myumap.com

To contact Mike Novakoski, email morganw@becomeunmistakable.com

THIS PRESENTATION QUALIFIES FOR ONE CPHR, ONE HRCI, ONE
WORLDATWORK AND ONE SHRM RECERTIFICATION CREDITS



HRCI ORG-PROGRAM:
377076

SHRM Activity:
19-WQVRG





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