THE ACADEMY

MAXIMIZING CONNECTIONS

Module Tool Kit — Partner Preparation

Thank you for partnering with The Academy. This toolkit will prepare you to deliver a successful Maximizing Connections module to our operations teams.

01 — WHAT TO EXPECT

The Maximizing Connections module is a two-way exchange designed to build genuine partnerships. Here's how the session flows.

- **Welcome & Introductions** — The Academy team opens the session and introduces you. Participants may be in-person or joining remotely via Teams or Zoom.
- **Your Presentation (20–30 min)** — Present using the Academy-provided template. Focus on who you are, the problems you solve, and how your services align with our operations.
- **Open Dialogue & Q&A;** — Participants will ask questions about your capabilities, experience, and how you can support their projects. Be candid and knowledgeable.
- **Next Steps & Follow-Up** — The Academy team will facilitate next steps. Be prepared with contact information and leave-behind materials.

02 — PRE-SESSION PREPARATION

- **Submit Your Deck 48–72 Hours in Advance** — Send your completed slide deck to The Academy team for review and feedback before your session.
- **Your Operations Liaison** — An Operations Liaison will serve as your primary contact — facilitating the session, keeping discussion on track, and ensuring relevance.
- **Pre-Session Dry Run Call** — The Liaison will coordinate a brief call to walk through your content, refine talking points, and flag anything too sales-oriented.

03 — WHAT GREAT LOOKS LIKE

- **Lead with Value, Not History** — Open with problems you solve. Keep your company overview to ~60 seconds, then move into what makes you a valuable resource.
- **Know Your Audience** — You're speaking to field supervisors, project managers, and operations leaders. Speak their language with real-world applications.
- **Conversational Tone** — Talk with the room, not at it. Ask questions and invite dialogue early.
- **Problem-Solution Focus** — Frame content around challenges our teams face. Be specific — vague generalities don't build trust.
- **Use the Template** — Stick to the Academy-provided presentation template. Customize within the framework.
- **Respect the Time** — A concise 20-minute presentation with rich Q&A; beats 45 minutes with no dialogue.
- **Be Authentic & Credible** — Share real examples. If you don't know an answer, say so — honesty builds more credibility than guessing.

04 — THE #1 RULE

SHARE YOUR OFFERINGS — DON'T SELL THEM

We want you to talk about your capabilities and how you can support our teams — that's the whole point. Just frame it as education and conversation, not persuasion. No pricing pressure, no closing tactics. When our teams understand what you bring through genuine dialogue, the working relationship builds naturally.

05 — DO'S & THINGS TO BE MINDFUL OF

DO THIS

- ✓ Submit your slide deck 48–72 hours before your session
- ✓ Complete your dry run call with the Operations Liaison
- ✓ Use the Academy-provided presentation template
- ✓ Share relevant case studies and real-world examples
- ✓ Encourage questions and open dialogue throughout
- ✓ Focus on how you solve problems relevant to our operations
- ✓ Be concise — leave room for conversation and Q&A;
- ✓ Prepare for hybrid delivery (in-person + remote)
- ✓ Bring follow-up materials and contact info (business cards, brochures, etc.)

THINGS TO BE MINDFUL OF

- Keep focus on sharing expertise — pricing discussions can come later in the relationship
- Use the Academy template rather than your own branded deck for consistency
- Aim for a balanced session with plenty of room for dialogue
- Use straightforward, practical language — jargon can get in the way of connection
- Be realistic about capabilities — it's okay to say "that's not our strength"
- Engage remote participants too — a quick check-in with the screen goes a long way
- Preparation makes a real difference — partners who come ready build the strongest connections

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06 — COMMON PITFALLS

A few areas where partners sometimes miss the mark:

Treating the session like a sales opportunity — Keep the tone at "here's how we can help" not "here's why you should buy." No pricing slides or closing language.

Ignoring the hybrid format — Pause to check the screen. Repeat questions for remote listeners. Ensure slides are legible on screen.

Overloading slides with text — Slides should support your conversation, not replace it. Use visuals and short bullet points.

Being unprepared for tough questions — If you don't know something, say "I'll get you that answer" and follow through.

Not following up after the session — Have a follow-up plan. Send materials or answers you promised. The session is the beginning, not the end.

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07 — PREPARATION CHECKLIST

- ■ Reviewed The Academy overview and Maximizing Connections module description
- ■ Prepared your presentation using the Academy-provided template
- ■ Submitted your slide deck 48–72 hours before your session
- ■ Completed your dry run call with the Operations Liaison
- ■ Confirmed your presentation shares offerings through education, not a sales pitch
- ■ Timed your presentation to leave room for Q&A; and dialogue
- ■ Prepared relevant case studies or real-world examples
- ■ Tested your setup for hybrid delivery (audio, video, screen sharing)
- ■ Prepared follow-up materials and contact info (business cards, brochures, etc.)
- ■ Anticipated tough questions and prepared honest, direct responses

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IDENTIFY, IMPLEMENT, AND TRACK TRAINING

Questions? Contact us at academy@undergroundconstruction.com

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