

Meeting Roofing Industry Training Needs – WSRCA 2024 Summary

Types of Training



External Training

- Delivered by experts, partners, manufacturers from outside your company
- Held in your space, hotel/meeting space or conventions like this EXPO.

Internal Training

- Designed for and delivered to your Team.
- Held on your turf (your office, boardroom, classroom, warehouse).
- Delivered by team members or professional trainer.

Intentional Training

- Creating the time, space and curriculum for skills training.
- Skill development and foundational understanding is the goal, not production.

On The Roof – mentoring, tutoring, quality control, jobsite consultation, etc.

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External Training



External Training

- Delivered by experts, partners, manufacturers from outside your company
- Training space, hotel/meeting space, or conventions like this EXPO.

Pros

- Brings new ideas and/or greater depth on industry developments.
- Outside experts have contact and interaction with many companies, providing insight and perspective they can share with you.
- Attendees will come from various companies, with similar benefits.

Cons

- Often more expensive per attendee. Travel costs and team member(s) may have more time away from regular responsibilities.

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4 Ways to Leverage External Training Investment



1. Select the right trainings for your needs.

- EXPO “If I learn just one thing...” may not be enough
- Research, ask to see the agenda/curriculum (goals/objectives of class).
- Consider all costs: travel, time away from primary responsibilities.

2. Send the right people.

- Must have foundational knowledge to digest presentation.
- Interested/excited to attend.
- Capable of relaying, implementing, employing knowledge gained.

3. Require a report on the training as standard procedure.

- Overview, key takeaways, value/quality overall.

4. Implementation of knowledge gained.

- Product, practice or installation method: employ on small scale
- Internal Training

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Internal Training



Internal Training

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- Held on your turf (office, boardroom, classroom, warehouse, jobsite).
- Delivered by team members or professional trainer.

Pros

- Efficient, everything you need is on site, including the attendees.
- Scheduling is at your convenience.
- Specific company practices are taught.

Cons

- Technology changes our industry quickly. We want exposure to new ideas, products and systems, not taught what we did 20 years ago.

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Internal Training: 3 Common Mistakes



1. Too much, too fast.

- Overwhelm attendees' ability to digest information.

2. Lack of outcome ownership.

- Training not the **TOP** priority for anyone.
- No measurement of success

3. Failure to commit necessary resources. (most important, preparation time)

- Time - for presenter and attendees
- Space - adequate facilities, comfort of attendees
- Budget - equipment, water, snacks, time



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NRCA'S VIRTUAL QUALIFIED TRAINER CONFERENCE

JAN. 9-10, 2025 8 A.M.-4 P.M. CST VIRTUAL



Intentional Training



The best learning happens when installers are encouraged to make mistakes

BY JARED RIBBLE AND AMY STASKA



<https://www.professionalroofing.net/Articles/Intentional-Training--02-01-2024/5348>

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Thank you!



www.jensenroofing.com

John Jensen
John@JensenRoofing.com
208-366-9464

Lisa Jensen
Lisa@JensenCompanies.com
208-599-6927

Find us on Facebook:
<https://www.facebook.com/@TileRoofTraining>

