

CONSTRUCTION ACADEMY

Built to Lead: Communication for Construction Leaders Program

LENGTH: 5.5 HOURS • INSTRUCTOR: SUSAN YOUNG • LEARNING LEVEL: INTERMEDIATE



PROCORE

About the Program

Elevate your construction career by mastering the strategic communication skills needed to win shortlisted bids, build psychological safety, and resolve complex team conflicts. This program provides advanced frameworks to help you transition from a technical expert into a trusted executive advisor.

Strategic communication is your competitive advantage.

The **Built to Lead: Communication for Construction Leaders Program** is a communication and people leadership program designed for experienced project managers and construction professionals moving into executive, business development, or client-facing roles.

The program shows how communication is a strategic business tool that connects daily project execution to profitability, growth, and long-term client relationships. You'll learn frameworks for executive presence, strategic storytelling, mindset, and leadership communication across both field and boardroom settings.

By understanding these concepts, you'll learn how to translate technical field data into business language, protect profit margins, reduce scope creep, and build psychological safety across teams.

Upon completing the program, you'll be able to lead seller-doer interviews, facilitate outcome-driven meetings, implement Working Agreements, and resolve conflicts using a coaching mindset.

The program provides practical tools that you can apply immediately to win more bids, close cognitive open loops, and transition from technical expert to trusted executive advisor.

What You'll Achieve

By the end of Built to Lead: Communication for Construction Leaders, you won't just understand communication; you'll confidently be able to:

- **Develop** an executive presence that balances humility and confidence to gain trust and influence.
- **Apply** structured communication strategies to set clear priorities and maximize team productivity.
- **Analyze** presentation strategies for short-listed interviews to differentiate your firm and win bids.
- **Construct** memorable stories that build deeper human-to-human connections and influence decision-makers.
- **Combine** coaching models with traditional leadership styles to foster autonomy and sustainable growth.

Who this is for:

- **Experienced construction professionals** who want to master strategic interpersonal communication, overcome limiting beliefs, and confidently navigate high-stakes client interactions and shortlisted seller-doer interviews.
- **Mid-career project managers** who want to elevate day-to-day communication skills, prevent scope creep by closing cognitive open loops, facilitate outcome-driven meetings, and move from simply delivering projects to becoming a trusted executive advisor.
- **Industry veterans** and leaders who want to shift from a traditional command and control style to a coaching mindset, and build a more collaborative, psychologically safe team culture.

Course Path

The program is structured into 6 progressive courses, ensuring a comprehensive and logical learning journey:

1. **Executive Presence:** Develop the believability factor and relational leadership skills needed to translate technical project data into strategic business language that influences executive decision-makers.
2. **Shortlisted Meetings:** Master the seller-doer interview, overcoming limiting self-talk, and reading non-verbal cues to connect with clients and decision-makers.
3. **Storytelling:** Move from technical expert to compelling storyteller by prioritizing the why before the how and using voice and body language to engage your audience.
4. **Internal Meetings:** Drive organizational change to create outcome-driven agendas, replacing rambling with clear communication, and delivering assertive updates.
5. **Coaching and Conflicts:** Transition from manager to strategic coach and resolving conflicts to foster psychological safety.
6. **Program Outro:** Complete the final exam and discover ways to keep strengthening your communication skills.



About your Instructor

Throughout this program, you'll have a facilitator who will guide you with practical insights and real-world experience, helping you navigate construction communication challenges with confidence. They'll share frameworks for presenting in shortlisted interviews, building psychological safety, resolving complex conflicts, and collaborating across multigenerational teams—giving you the tools you need to communicate strategically.

Meet your instructor, Susan Young

Susan Young is an award-winning CEO, communications facilitator, and A/E/C keynote speaker with 40 years of experience.

Susan began her career as an on-air radio news reporter in New Jersey.

Today, she works with A/E/C professionals who want to be clear communicators so they have more confidence, visibility, and respect.

A native of New Jersey, Susan now lives in Myrtle Beach, South Carolina. She has two grown children.

AEC Amplify, the website she founded, is a communication training platform for architecture, engineering, and construction professionals.

It helps technical experts clearly explain ideas, build client trust, and collaborate more effectively by treating communication as a practical professional tool.



"I work with construction professionals who want to be clear and confident so that they win trust, respect, and clients. A former on-air radio news reporter, I have interviewed everyone from homeless people to presidents. I also co-managed the Governor's Office of Radio & TV for New Jersey Gov. Christine Todd Whitman and was a PR director for a statewide nonprofit. My curiosity, listening, storytelling, writing, and news skills bring a unique perspective to A/E/C."

-Susan Young



PROGRAM CERTIFICATION

Certificate Information

This program requires you to complete each course in the intended order. Upon successful completion of all courses and passing the final exam, you'll receive a Built to Lead: Communication for Construction Leaders Program Certificate —available to add to your LinkedIn profile and professional resume. This certificate verifies that you have developed strategic communication skills for both the jobsite and the boardroom, including building psychological safety across teams, closing communication open loops to prevent delays, resolving complex conflicts with a coaching mindset, and presenting shortlisted seller-doer interviews with executive presence. It demonstrates your ability to apply effective communication frameworks that support safety, protect profit margins, and build autonomous, high-performing teams across construction projects.

Earn AIA Learning Units

This program qualifies for continuing education credits.

Course Title: Built to Lead: Communication for Construction Leaders

Course Number: PC-01-05072026

Session Number: 1

Curriculum Group Name: AIA Providers

Credit: 5.5 AIA LU

Course Expiration Date: 05/15/2029



Procore's Continuing Education courses may qualify for continuing education credits with other professional organizations or fulfill state licensing requirements. If you are a member of a different organization, you can download your course completion certificate from your learning profile and report your completion yourself to the organization for potential credit. Please refer to the organization's continuing education requirements for course eligibility information.

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Your Questions, Answered.

Why was this program created?

This program was created to empower experienced construction professionals to use strategic communication as a competitive advantage to protect thin profit margins, close costly open loops, and build psychologically safe, autonomous team cultures. By applying the frameworks in the program, you will learn how to transition from a technical expert to a trusted executive advisor.

Do I need to complete all the modules to take the exam?

Yes, you must complete all the instructional modules in the Built to Lead: Communication for Construction Leaders program before you can access and take the Final Exam. This ensures you've gained the comprehensive knowledge needed to succeed and earn your Certificate of Completion.

Can I complete the modules in any order?

No. To ensure a comprehensive and progressive learning experience, you must complete the modules in the sequential order of the program. You cannot proceed to the next module until you have successfully completed the previous ones.

Do I need to complete this program in one sitting?

Absolutely not! Each lesson is self-paced and flexible, allowing you to work through the material whenever it fits your schedule. Your progress is automatically tracked, so you can easily pause and resume your learning at any time.

What is the cost of the program?

The modules, exam, and certificate are free!

How long will I have access to the course materials?

You are always welcome to return to past courses to refresh your memory or read articles in the Procore Library before the exam.

What are the technical requirements for taking the program?

You will need a reliable internet connection and a computer (desktop or laptop) or tablet. While the course can be viewed on mobile devices, a larger screen is recommended for optimal viewing of the presentations, data visualization graphics, and course frameworks. No special software beyond a modern web browser is required.

What if I don't pass the final exam? Can I retake it?

We encourage you to review the course materials thoroughly before each attempt, but you will have as many opportunities as you need to pass the exam.