



J. Bradley Simons

Magleby Construction

NAHB Area 13 National Area Chairman

9:30am – 10:20am

Strategic Planning – A Key to Our New World

“Be Prepared” is a well-known phrase that no business would discard, yet too often the day to day grind make appropriate planning, especially strategic planning, a distant wish or desire far from the reality of gaining advantage through planning. A business plan, a game plan, and goals are all ways people refer to strategic plans. In most cases, they reflect a list of goals rather than a real, thoughtful strategic planning. The COVID19 pandemic caught the world unprepared and businesses are closing in record numbers. The long-term impacts, even to a stable construction industry, are dramatic. Businesses can react or be prepared. Those that invest in preparation, may find themselves in a place of advantage, prepared to realize success rather than suffer struggles and failures.

This course will help participants discover the difference between a business plan, annual game plan, organizational goals, and an in-depth strategic plan. Once the differences are identified, the specific details of a powerful strategic plan will be reviewed including the following:

- Review of current market conditions
- Immediate and anticipated market forces
- Market position
- Impact of market influencers
- Creating disruptive opportunities
- Preparing team
- Strategic scenarios
- Creating Objectives
- Flexibility
- Implementation

In addition to discussing these key elements of strategic planning, a template will be provided to each participant to facilitate the quick and organized creation of a unique strategic plan for their company.

The tool of strategic planning will be critical to success in an uncertain future. The most important key to the success is execution of the plan. A good plan on the shelf does not prepare for anything. Identifying ways to implement a strong, creative, disruptive plan will wrap up the presentation.

Brad began his career in the home building industry working with his father while in high school. Brad expanded his experience as division president of a regional a home building company, CFO of a worker’s compensation carrier and as president of a local custom-building company. Brad worked for seven (7) years as CFO of Magleby Construction and continues at Magleby as Vice President working on new affiliated companies. Strategic Planning is an integral feature in Magleby’s success including multi-state and international expansions. Brad earned his BA from the University of Utah, his MBA from Westminster College and is currently enrolled in a Doctoral of Business Administration program. Brad is past president of the Utah Valley Home Builder’s Association and serves as a member of the National Association of Home Builders Board of Directors. Currently Brad serves NAHB as Area 13 National Area Chairman (NAC). Brad was the 2014 president of Utah County Habitat for Humanity and was awarded the Silver Beaver for his work with the Boy Scouts of America. Brad has been a licensed real estate broker for 40 years. Brad is married to Shawn; they have four kids and a grandson.