



NATIONAL ACADEMY OF CONSTRUCTION

## Construction Industry Round Table

August 8, 2022

Dear CIRT Colleagues & Friends:

Like many of you, I am privileged to be an inductee of the National Academy of Construction (NAC); and serve on its "Executive Insights Program" Committee. As part of the committee's goals, we have developed an outreach initiative that I believe can be a valuable resource for your organizations and staff.

### **Background:**

For those not familiar with NAC, let me give you a brief background on organization. NAC was founded in 1999, as a 'not for profit organization' with two (2) prime goals: (i) To recognize and honor individuals that have made significant contributions to the effectiveness of the Engineering and Construction industry over a period of several years. The membership is "honorary," and represents the entire array of construction industry stakeholders – owners, designers, construction managers, general and specialty contractors, attorneys, financial managers, labor leaders, suppliers, academicians and researchers, journalists and editors, and professional and trade association executives. And, (ii) To share their expertise, wisdom and knowledge of NAC members with the industry.

As for the "Executive Insights Program" its intent is to share the collective body of knowledge of NAC members with industry. An 'Insight' is the power of seeing intuitively into a situation. 'Executive Insights' share the street smarts, judgment, experiences (collective wisdom) of members with the industry. All NAC published material is free to the industry.

Two complimentary programs exist within the NAC realm:

- **Executive Insights**, which are typically 5 -15 pgs written documents, sharing the wisdom of NAC members. The intent is to be a 10-15 minute read. Currently we have over 125 Executive Insights across 19 topic areas, such as Estimating Project Cost, Procurement/Supply Chain, Leadership, Risk and Opportunity, Large Complex Projects, Construction Execution, and many more.
- **'Get The kNACk'** podcasts were launched in March of this year to share Executive Insights in an audio media format for easy consumption by a broad audience. [A new episode is released every two weeks].

### **Resource / Opportunity:**

NAC would like to make these two resources available to CIRT members.

(a) To do this, all that is necessary is for you to share the attached links (below) with someone in your Talent Management/Professional Development Group.

(b) In addition, I am looking for feedback from those you share it with to see if they believe these materials can add value to our industry professionals/staff. [The belief is these materials may compliment other materials being used and/or be made available for those professionals/staff that take a high personal interest in their career development]. In the big picture we are reaching out to Academic Institutions, Owner/Contractor Organizations and Industry Professional Organizations to get this feedback. [To date, the initial feedback has been very positive, but we are now looking for broader company feedback].

The links are as follows:

- Link to **Executive Insights** - currently over 125 Insights published: <https://www.naocon.org/insights/>
- Link to **Get The kNACk** podcasts - (these are also available on most podcast apps, i.e. Spotify and Apple Podcast): <https://www.naocon.org/get-the-knack/>

Thanks for your consideration for this favor/request. I am available to discuss with anyone in your organizations if there is any interest.

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