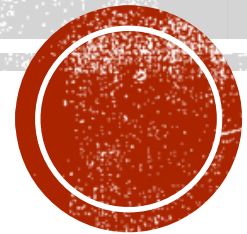


TAKE OFF YOUR MITTENS! HOW COMMUNICATION CAN MAKE OR BREAK A FIELD PROFESSIONAL'S ABILITY TO EFFECT CHANGE IN THE MARKET

What's your communication strategy on the job site?

Dan Wildenhaus, TRC

Heidi McCullough, The BER

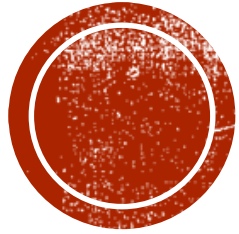


WHO'S WHO IN THE ROOM



- Raise your hand if you are a Verifier/Rater
- Raise your hand if you are a Provider or QA agent
- Raise your hand if you are “Program Staff”
- Raise your hand if you are a builder or contractor





- THE ORIGIN
- COMMUNICATION FAILS
- SETTING GOALS AND EXPECTATIONS
- GETTING THERE
 - AGREED UPON STANDARDS
 - GOOD COMMUNICATION PRINCIPLES
 - WRAP UP AND DISCUSS

Agenda

JARGON, LINGO, DAN-ISMS

- Walking product
- Inspecting sticks
- Itchy and scratchy
- Pookie
- Sparky
- Boss
- Blue room
- Bone pile
- Brain bucket
- Mud wrench
- Smurfblood
- Persuader



WHERE DID THE “MITTENS” COME FROM?



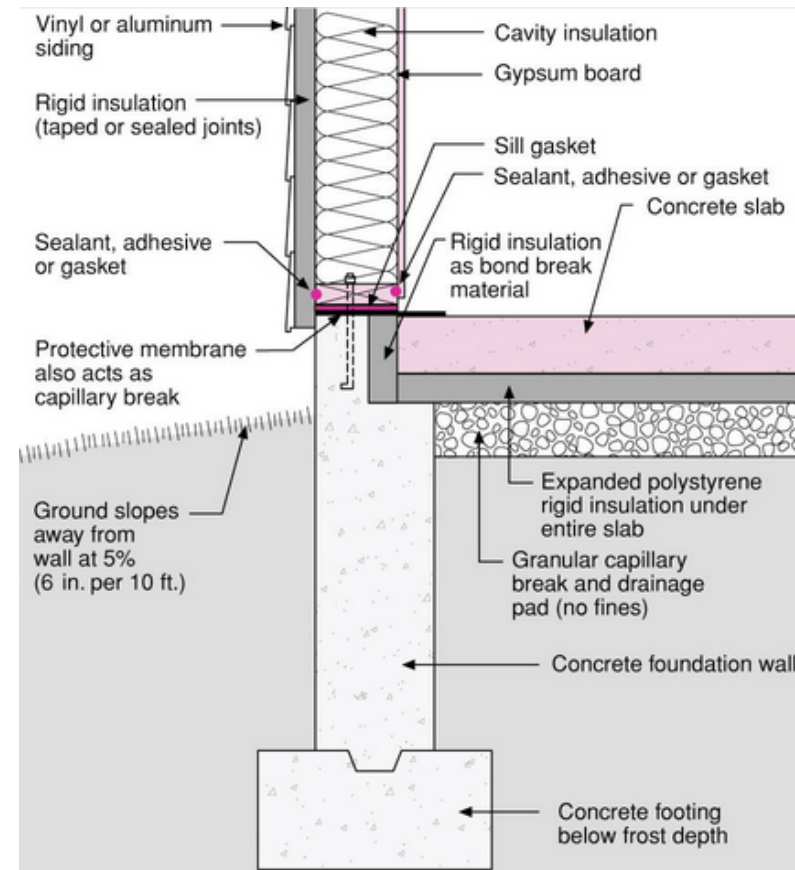
COMMUNICATION GAFFS



ACCIDENTAL

“Sure, I insulated all the way out to the edge of that slab.”

Electric Utility serving this address _____		Construction START DATE _____
# Units _____	# Stories _____	# Conditioned Sq. Ft. _____
Foundation Type: <input type="checkbox"/> Basement <input type="checkbox"/> Slab On Grade <input type="checkbox"/> Crawl Space		
Thermal Envelope		
R- _____ Basement / Crawl Space Walls	_____ Basement Insulation	
R- _____ Unheated Slab	R- _____ Floors over Unfinished	
R- _____ Heated Slab	R- _____ Above-Grade Walls	
R- _____ Perimeter Slab Edge	U- _____ Doors <input type="checkbox"/> NFRC <input type="checkbox"/> Default	
U- _____ Windows <input type="checkbox"/> NFRC <input type="checkbox"/> Default	R- _____ Attic Access Hatch	
Air Sealing		Verified by: <input type="checkbox"/> Testing _____
Ventilation System <input type="checkbox"/> Exhaust <input type="checkbox"/> Balanced		



INTENTIONAL (PLAYING TECHNICALITIES)

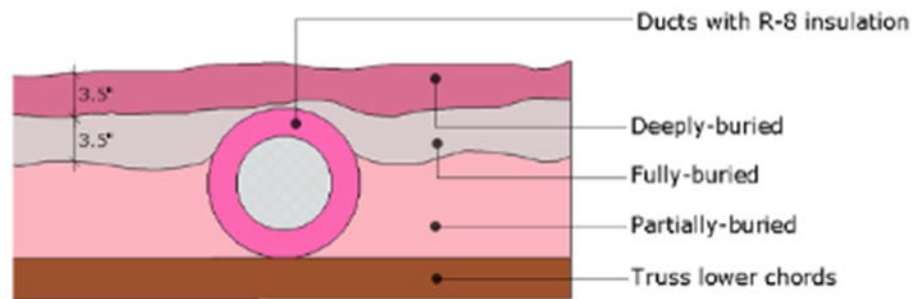


Figure 1. Buried ducts are laid on the floor of a vented attic then covered with blown attic floor insulation (Steven Winter Associates 2013 ).

Duct System Selector

#	Name	SqFt Serv...
1	Dan's ducts	2050.0

New
Delete
Copy

Duct Surface Area (sqft)
Supply: 415.5
Return: 77.0
Estimate Surface

Location Leakage

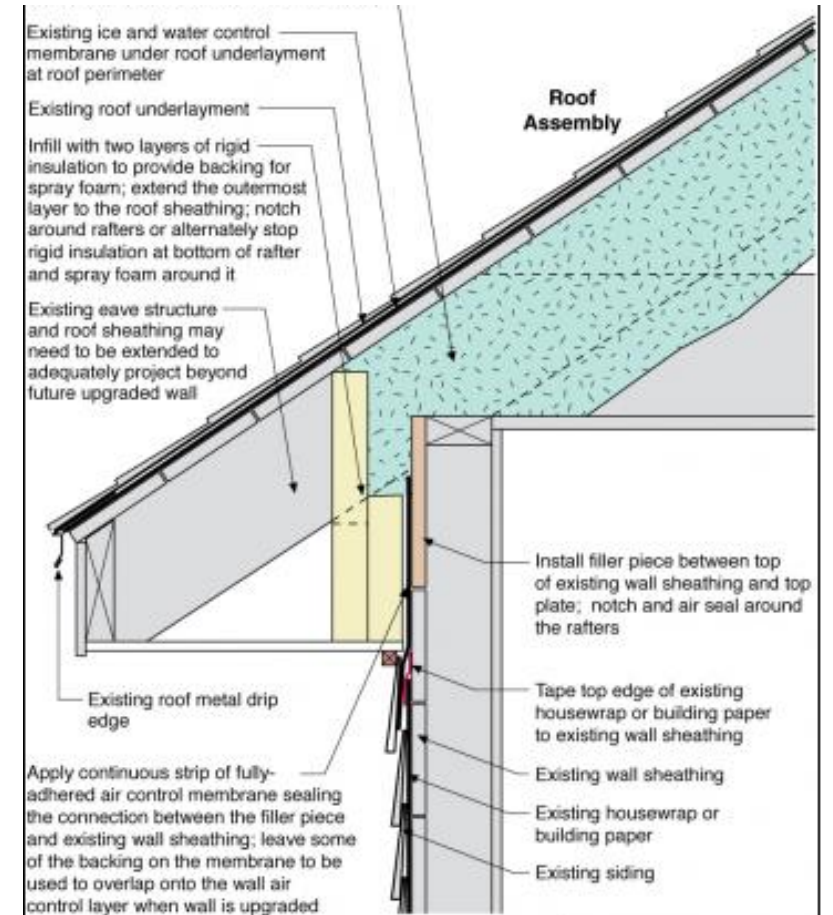
Name: Dan's ducts Htg Equip: 1: 94AFUE Gas Furn 32k
Sq. Feet Served: 2050.0 # Return Grilles: 1 Clg Equip: None

Location:	Supply		Return	
	% Area:	R-Value:	% Area:	R-Value:
Conditioned space	100	8.0	50	8.0
Attic, exposed	0	0.0	50	8.0
None	0	0.0	0	0.0
None	0	0.0	0	0.0
None	0	0.0	0	0.0
None	0	0.0	0	0.0
Total:	100		100	



MISUNDERSTOOD

“Seal up the attic?! Code says I need a ridge vent! ... you don't know what you're talking about!”



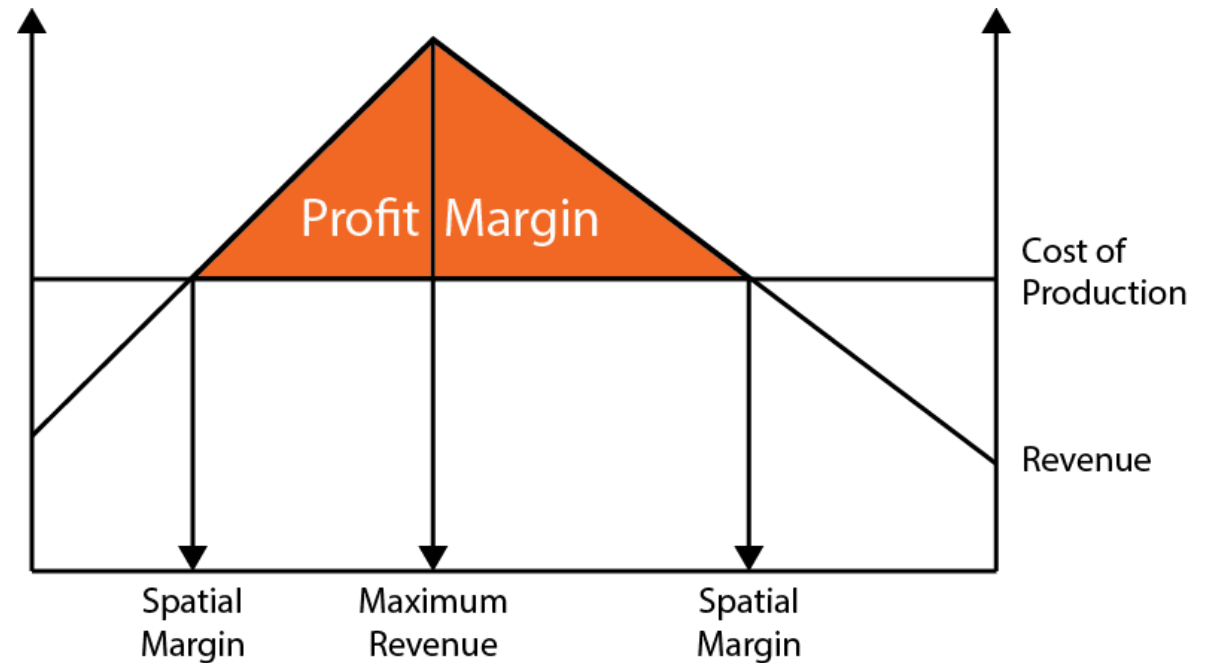
BIG PICTURE GOALS

- Implementation of consistent standards
- Tools and techniques to apply agreed upon standards
 - Know how
 - Manuals/ Specs
 - Performance Scopes of Work
 - Training/ coaching Methods



BUSINESS GOALS

- Minimize risk
- Improve quality
- Increase revenue
- Client Satisfaction
- Referrals



COMMUNICATION STRATEGY

- A plan to achieve the transfer of knowledge, skills and abilities within a team to meet business and big picture goals.



DOWN TO BRASS TACKS

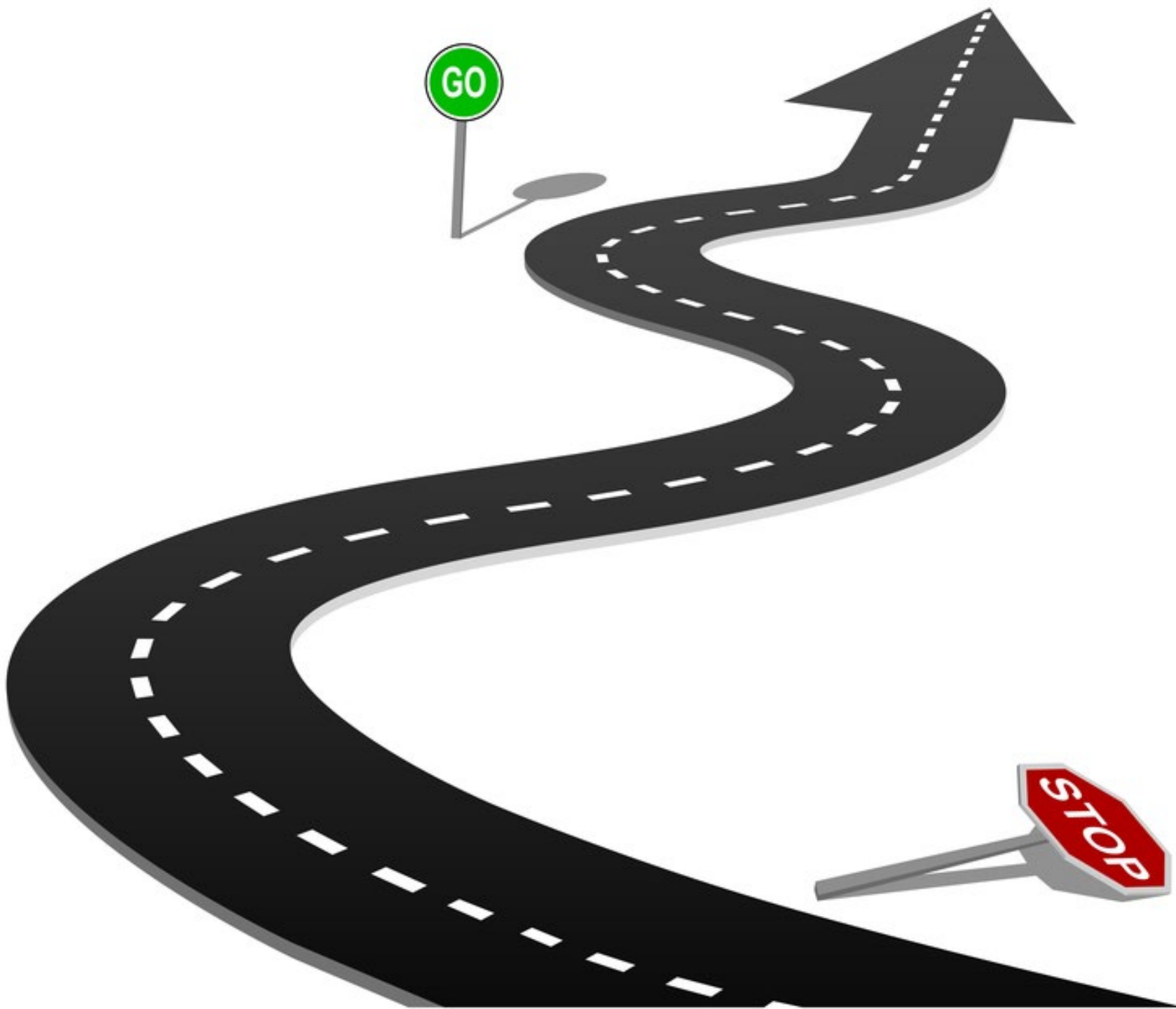
Problem Statements

- My builder (or trades, or architects, or staff, or program, etc...) is not even aware of what's wrong!
- The builder or trade I'm working with keeps insisting that this is NOT called out in the specs!
- The builder keeps saying he has a vapor barrier on the outside of the building, but I haven't seen anything more than house wrap.

Goals

- Get people to understand the standards, codes, requirements, and basic construction principles.
- Discuss the desired outcome and intent. Ensure the reasoning aligns with program or code integrity.
- Get alignment on the terminology used for building components. Many items make up a vapor control layer.





HOW DO WE GET THERE?

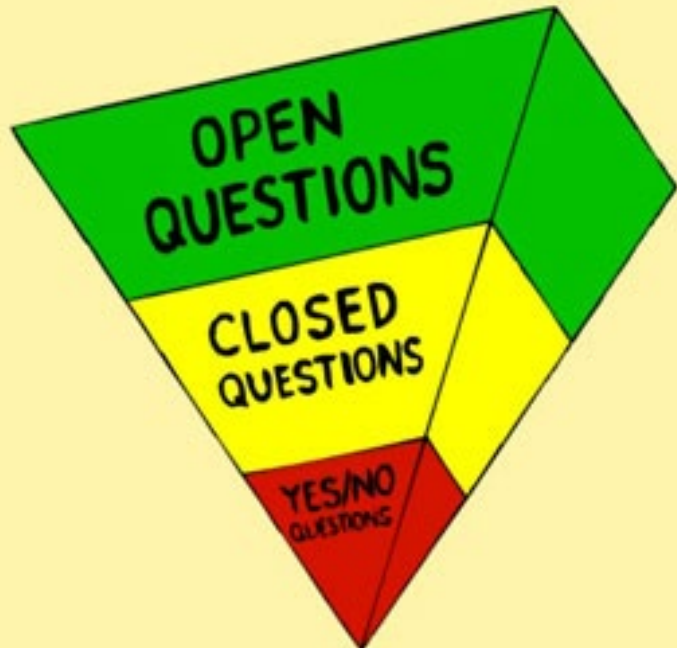
Let's move beyond
the concepts to
details!





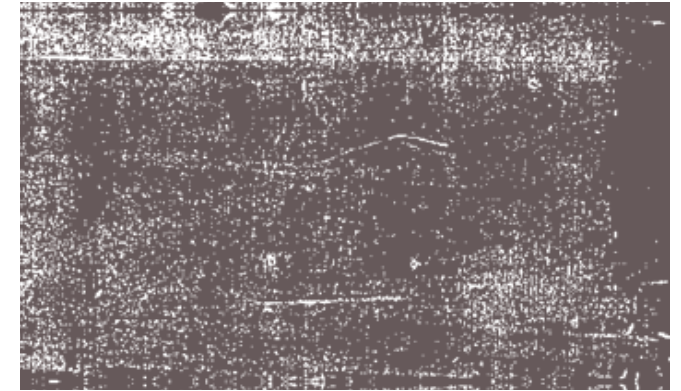
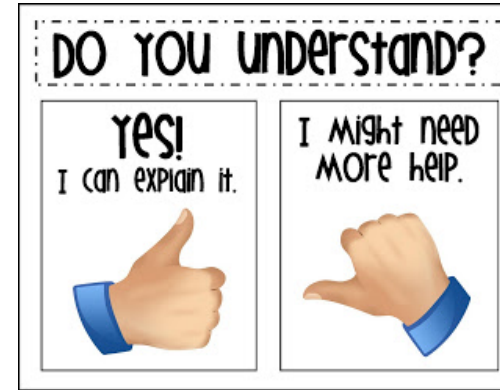
HOW WOULD YOU...?

- Builder claims slab edge has been insulated
- Slab is completely covered at time of your site visit
- How would you inquire about slab edge insulation?



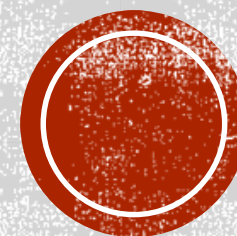
HOW WOULD YOU...?

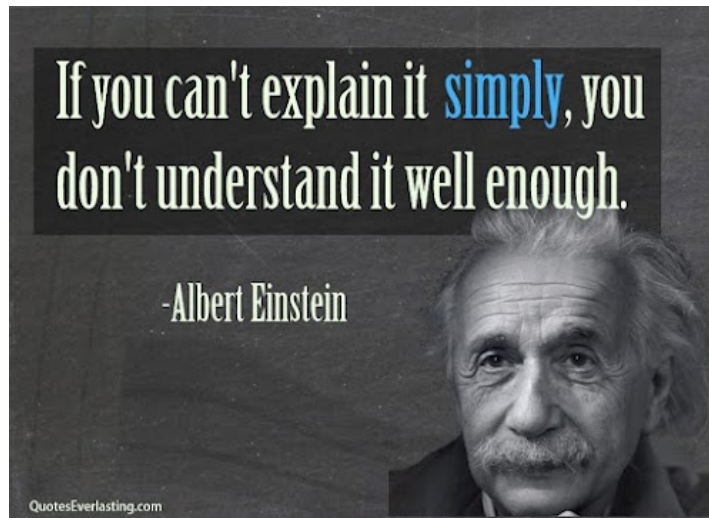
- You need the HVAC contractor as an ally, and to establish trust
- But, their selection of ventilation controls is NOT GOOD...
- How would you convey the standards in a way that values the installers knowledge and experience?





QUALITY





INTENT AND DESIRED OUTCOMES



PROCESS AND RESOURCES



<https://basc.pnnl.gov>

Slab Edge Insulation

[Feedback](#)

 [Print this page](#)  [PDF version](#)

Scope

Description

Success

Climate

Training


CAD

Compliance

More

Sales

Compliance

The Compliance tab contains both program and code information. Code language is excerpted and summarized below. For exact code language, refer to the applicable code, which may require purchase from the publisher. While we continually update our database, links may have changed since posting. Please contact our [webmaster](#)  if you find broken links.

Code Compliance Brief

[ENERGY STAR Certified Homes](#)

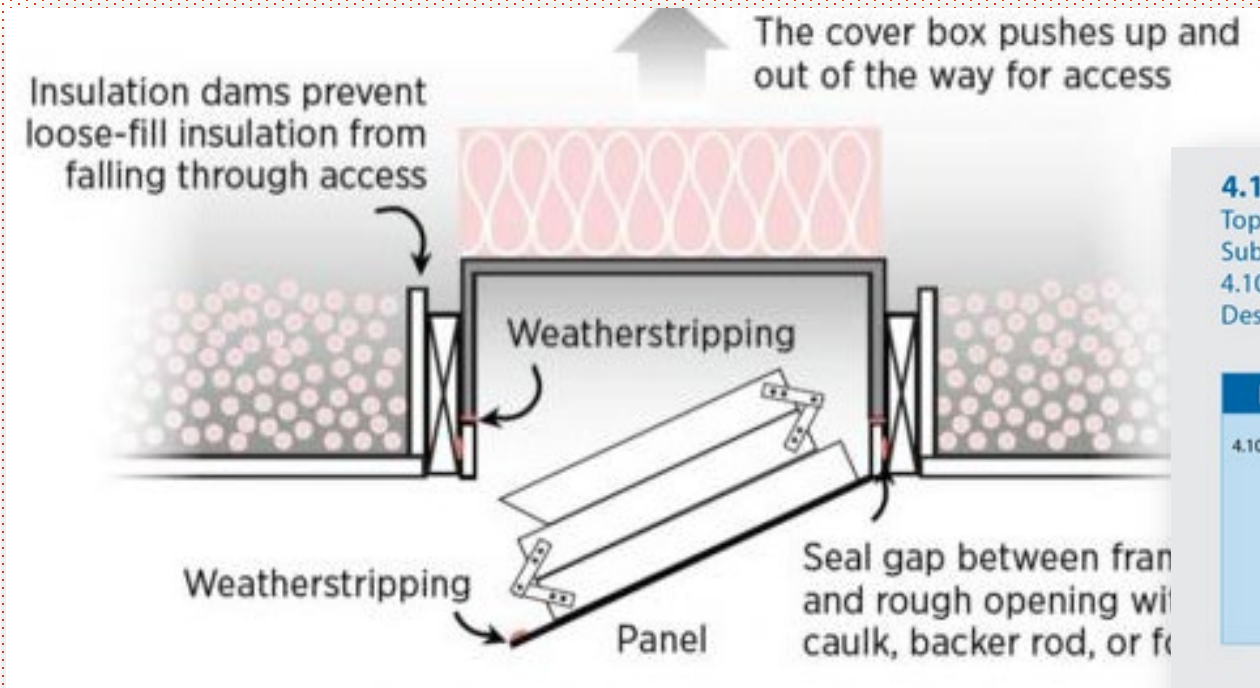
ENERGY STAR Certified Homes (Version 3/3.1, Revision 08), Rater Field Checklist

Thermal Enclosure System:

3. Reduced Thermal Bridging

3.2 For slabs on grade in CZ 4-8, 100% of slab edge insulated to $\geq R-5$ at the depth specified by the 2009 IECC and aligned with the thermal boundary of the walls ^{13, 14}

PROCESS AND RESOURCES



4.1006.1 Pull-Down Stairs

Topic: Attics

Subtopic: Attic Openings

4.1006.1 Detail Name: Pull-Down Stairs

Desired Outcome: Pull-down attic stair properly sealed and insulated

ROW	TITLE	SPECIFICATION(S)	OBJECTIVE(S)
4.1006.1a	Installation	<p>Hatches will be insulated with non-compressible insulation and the measure will include a protective barrier or baffle</p> <p>Pull down stair assembly will be insulated to the same R-value as the adjoining insulated assembly</p> <p>Pull down stair rough opening will be surrounded with a durable dam that is higher than the level of the attic floor insulation</p>	<p>Achieve uniform R-value</p> <p>Prevent loose insulation from entering the living area</p>

The **Specification** defines the minimum level of action required to meet the **Objective**.

The **Objective** defines the required outcomes of the work.

<https://sws.nrel.gov/>

<https://sws.nrel.gov/>



CONNECT ADULT LEARNING PRINCIPLES TO FIELD COMMUNICATIONS



Adults need to be involved in the planning and evaluation of their instruction.



Experience (including mistakes) provides the basis for the learning activities.



Adults are most interested in learning subjects that have immediate relevance and impact to their job or personal life.



Adult learning is problem-centered rather than content-oriented. (Kearsley, 2010)





EXAMPLE

- How would we start with planning?
- What lessons learned or experience can we connect this to?
- How can we make this most relevant?
- How do we phrase this as problem solving?





COP OR COACH?



- Carrots or sticks?
 - or both?
- Getting through why things are important
- Becoming trusted on the job site
- Providing guidance first, discipline second
- Blame free workplaces sound great, except when we see gaffs that are based on technicalities!



COACHING RULES TO REMEMBER



- Don't undermine your own value
- Hecklers and naysayers exist, learn to recognize and move on
- Time is valuable, yours and theirs
- Everybody fails, it's what we do afterwards
- Provide motivation

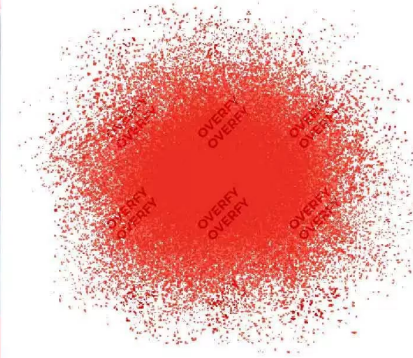
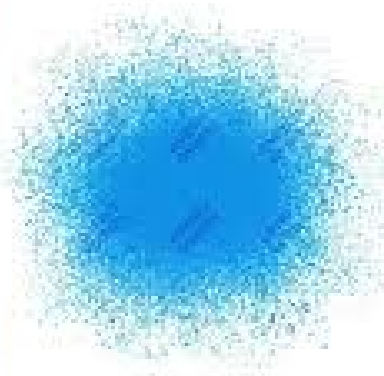


MOTIVATION 101

- Lead with trust
- Set small goals within larger business goals
- Get buy in
- Praise and reward both individuals and teams



MOTIVATION 201





WRAP UP

- What are the major communication gaffs?
- What approaches to correcting them resonate with you?
- What tips and tricks and recommended practices did we not share?
- What resources have you found that can help?



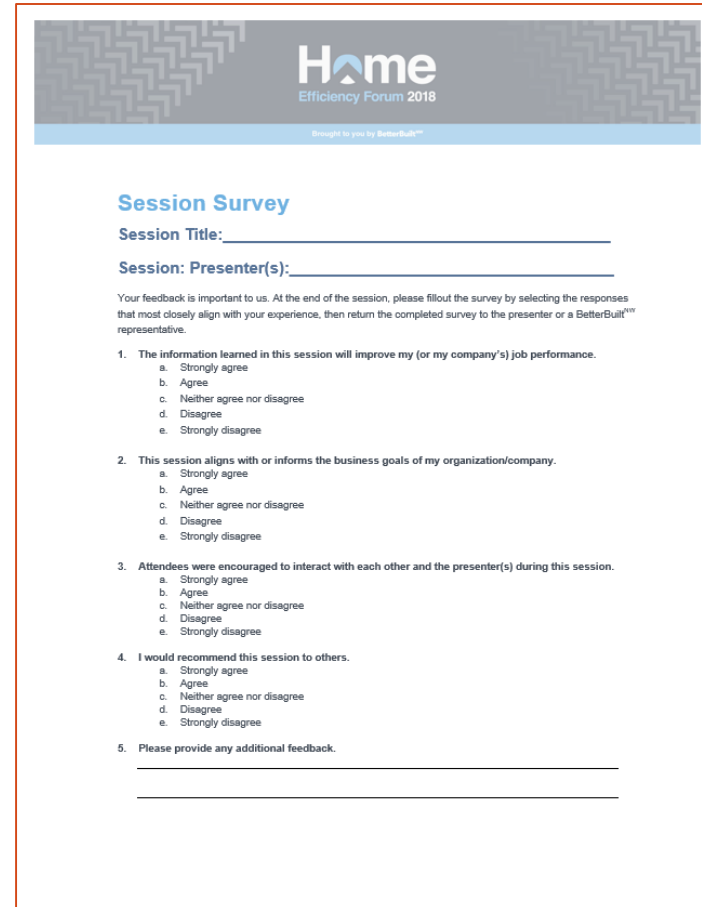
LET'S TALK!



SESSION SURVEY INSTRUCTIONS

At the end of each session, you will be given 5 minutes to complete the session survey.

- Surveys will be distributed before the end of the session
- Complete the survey and provide it to the room moderator or drop them by the registration desk
- We greatly appreciate your feedback as it assists in improving the conference
- Assistance available at the BetterBuilt^{NW} table



The image shows a survey form titled "Home Efficiency Forum 2018" with the tagline "Brought to you by BetterBuilt^{NW}". The form is titled "Session Survey" and includes fields for "Session Title:" and "Session: Presenter(s):". Below these fields, a paragraph states: "Your feedback is important to us. At the end of the session, please fillout the survey by selecting the responses that most closely align with your experience, then return the completed survey to the presenter or a BetterBuilt^{NW} representative." The survey consists of five numbered questions, each with five response options (a. Strongly agree, b. Agree, c. Neither agree nor disagree, d. Disagree, e. Strongly disagree). The questions are: 1. The information learned in this session will improve my (or my company's) job performance. 2. This session aligns with or informs the business goals of my organization/company. 3. Attendees were encouraged to interact with each other and the presenter(s) during this session. 4. I would recommend this session to others. 5. Please provide any additional feedback. Below the questions, there are two horizontal lines for additional feedback.

Home
Efficiency Forum 2018
Brought to you by BetterBuilt^{NW}

Session Survey

Session Title: _____

Session: Presenter(s): _____

Your feedback is important to us. At the end of the session, please fillout the survey by selecting the responses that most closely align with your experience, then return the completed survey to the presenter or a BetterBuilt^{NW} representative.

1. The information learned in this session will improve my (or my company's) job performance.
 - a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree
2. This session aligns with or informs the business goals of my organization/company.
 - a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree
3. Attendees were encouraged to interact with each other and the presenter(s) during this session.
 - a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
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 - e. Strongly disagree
4. I would recommend this session to others.
 - a. Strongly agree
 - b. Agree
 - c. Neither agree nor disagree
 - d. Disagree
 - e. Strongly disagree
5. Please provide any additional feedback.

THANK YOU!!

- Heidi McCullough
 - The BER

- Dan Wildenhaus
 - TRC

