

LEAN IN THE FIELD: *Build Smarter, Lead Stronger*

**A Three-Part
Learning Series
for Field Leaders**



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This three-part training equips field leaders with practical Lean strategies to eliminate waste, streamline workflow, and lead teams with greater confidence. Each session delivers hands-on tools that can be applied immediately to create safer, more efficient, and higher-performing jobsites.

Training at a Glance: What Your Support Makes Possible

Session 1: Lean Foundations & The 8 Wastes

- Understand Lean principles and why they're critical in construction.
- Identify where time, materials, and energy are often wasted—and how to fix it.

Value to participants: Less waste means smoother workdays, better teamwork, and greater job satisfaction.

Session 2: 5S & Visual Management

- Learn to organize and maintain a clean, efficient job site.
- Use visual tools (charts, boards, signs) to align teams and share key information.

Value to participants: A well-organized site boosts productivity, reduces mistakes, and builds a culture of transparency and trust.

Session 3: Production Studies & Coaching Skills

- Observe and analyze workflows to spot improvement opportunities.
- Practice coaching techniques to lead teams through teaching, not just telling.

Value to participants: Leaders who coach inspire better performance, improve morale, and strengthen team accountability.

Presented by Blake Tormey, KHS&S; Matt Kitzmiller, Rosendin; and Rob Leicht, Penn State

Your support makes this impactful learning experience possible. By sponsoring the full series, you help empower field leaders with real-world skills in Lean principles, jobsite organization, and coaching—leading to stronger teams, improved safety, and measurable gains in productivity across the industry.

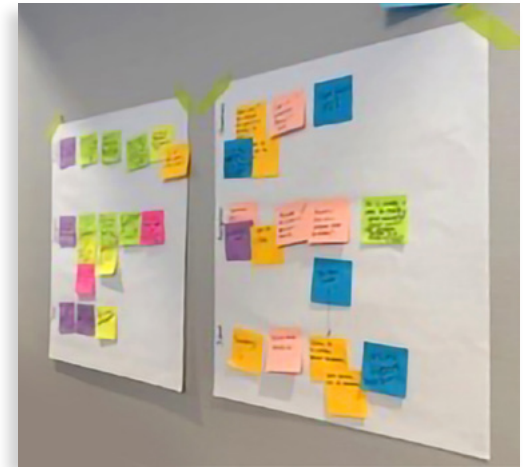
Lean in the Field Exclusive Event Sponsorship | \$15,000

Premier Recognition

- Logo placement on select promotional materials for the full series (emails, newsletters, website)
- Verbal recognition at the start of each session
- Ability to submit a blog or video for publication regarding your involvement with Lean in the field
- Exclusive recognition in LinkedIn and Instagram posts regarding your sponsorship

Brand Visibility

- Logo highlighted on a slide in the deck for sponsor recognition with QR codes that direct participants to your website
- Sponsor branding displayed on registration landing page, event emails, and follow-up communications
- Recognition in social media posts promoting the series



Audience Engagement

- Logo featured on the workbook/handouts that participants will receive as part of the training
- Ability to conduct a survey for the beginning of each session (as long as it is geared to the intended audience and is subject to approval by LCI)

Industry Leadership

- Align your brand with workforce development and Lean excellence
- Support the advancement of field leadership in construction
- Demonstrate commitment to innovation, safety, and continuous improvement

Lean in the Field Session Sponsorship | \$6,000/ea.*

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SESSION 2: 5S & Visual Management

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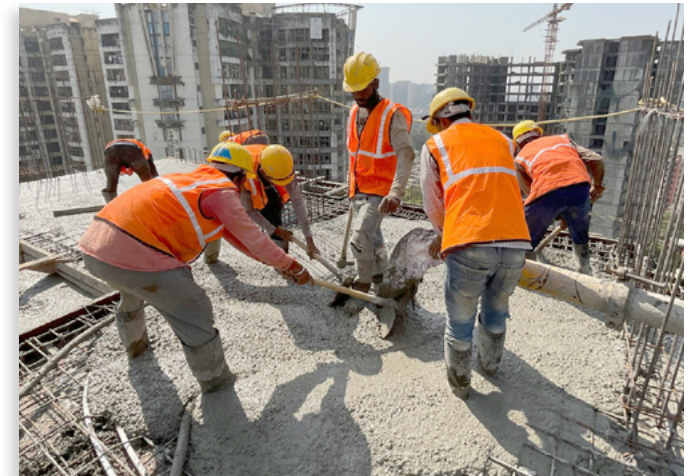
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**These benefits will be tied to the specific sponsored session.*

By sponsoring this event, you're supporting the development of future-ready field leaders who are equipped to drive continuous improvement across the industry. Your brand will be recognized alongside a transformative learning experience that delivers real-world impact on construction sites nationwide.





FOR MORE INFORMATION, CONTACT:

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