
We know
buildings
Inspection & Testing
Construction Management
Claims & Litigation
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Services, Inc.

Our Vision

In the same way that Steve Jobs of Apple, Jeff Bezos of Amazon, and Elon Musk of Tesla focused on the customer experience and engineered backward, building sophisticated organizations that created the best products in the world, we are focused on building our organization to become the best in the world at systematically, effectively, and efficiently (1.) evaluating building construction, (2.) specifying solutions, (3.) estimating costs, (4.) contracting for the execution of the plans we create, (5.) managing the execution of those plans, (6.) verifying the quality of our work and the work of others, and (7.) communicating in the most understandable, professional and convincing way.



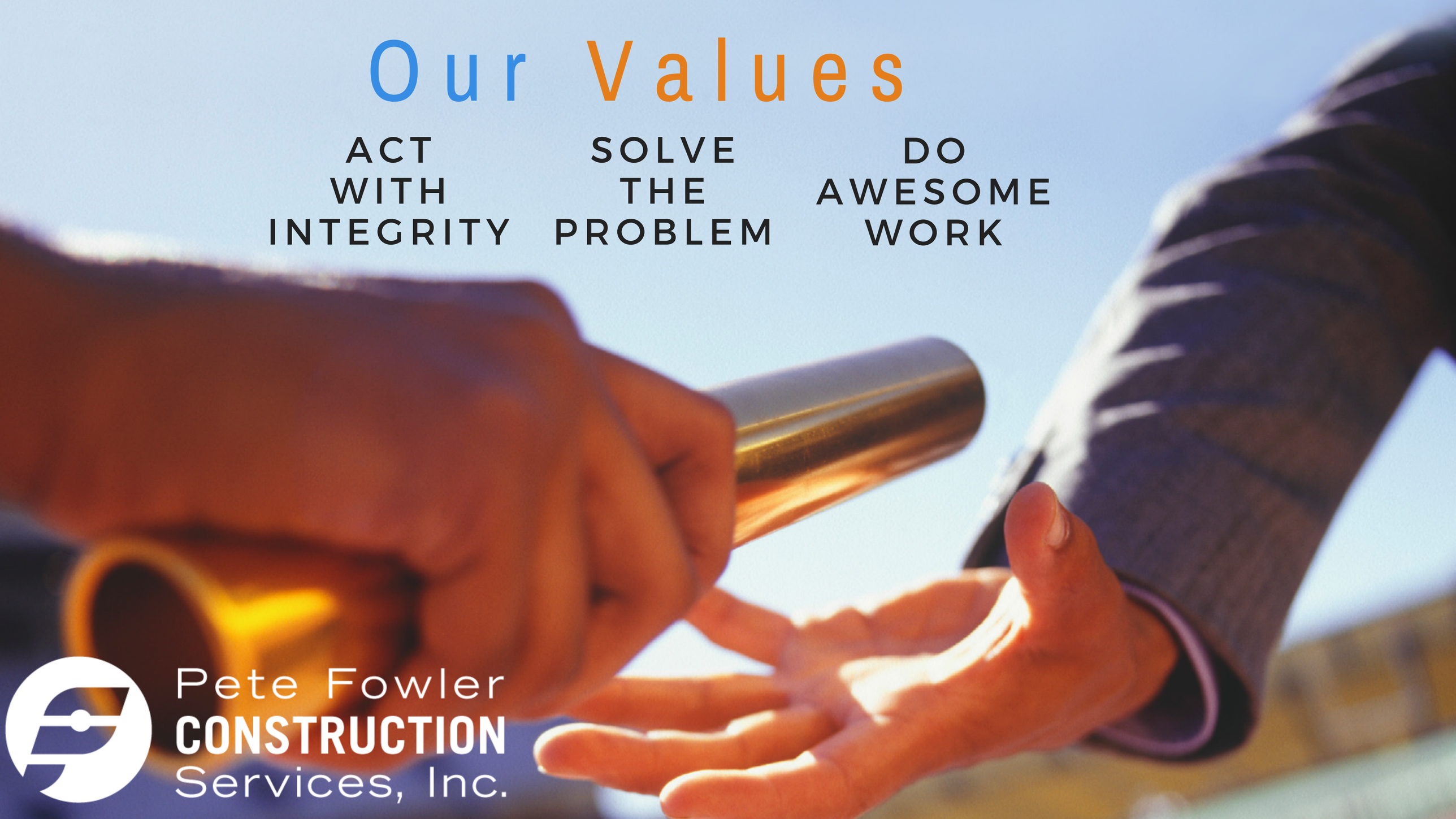
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Our Values

ACT WITH INTEGRITY

SOLVE THE PROBLEM

DO AWESOME WORK



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CONSTRUCTION LITIGATION

1. All work is such that technical people admire and struggle to argue with it, and smart, non-technical people can understand it so they can make good decisions
2. Conclusions, opinions, and recommendations that qualify as our definition of "Awesome Work"
3. Compelling presentations, including by telephone, in-person meetings, formal presentations, and testimony (deposition, arbitration and trial)
4. A near-perfect report with graphics to aid in explaining all important points
5. A near-perfect scope of work and estimate with a plain-English summary memo, backup materials, and graphics
6. Responsive, timely, professional, and friendly communications and delivery by our staff
7. Project files that are sensibly organized such that anyone smart could review them for less than 60 seconds and understand the organizational scheme
8. Understandable project plans and fair invoices

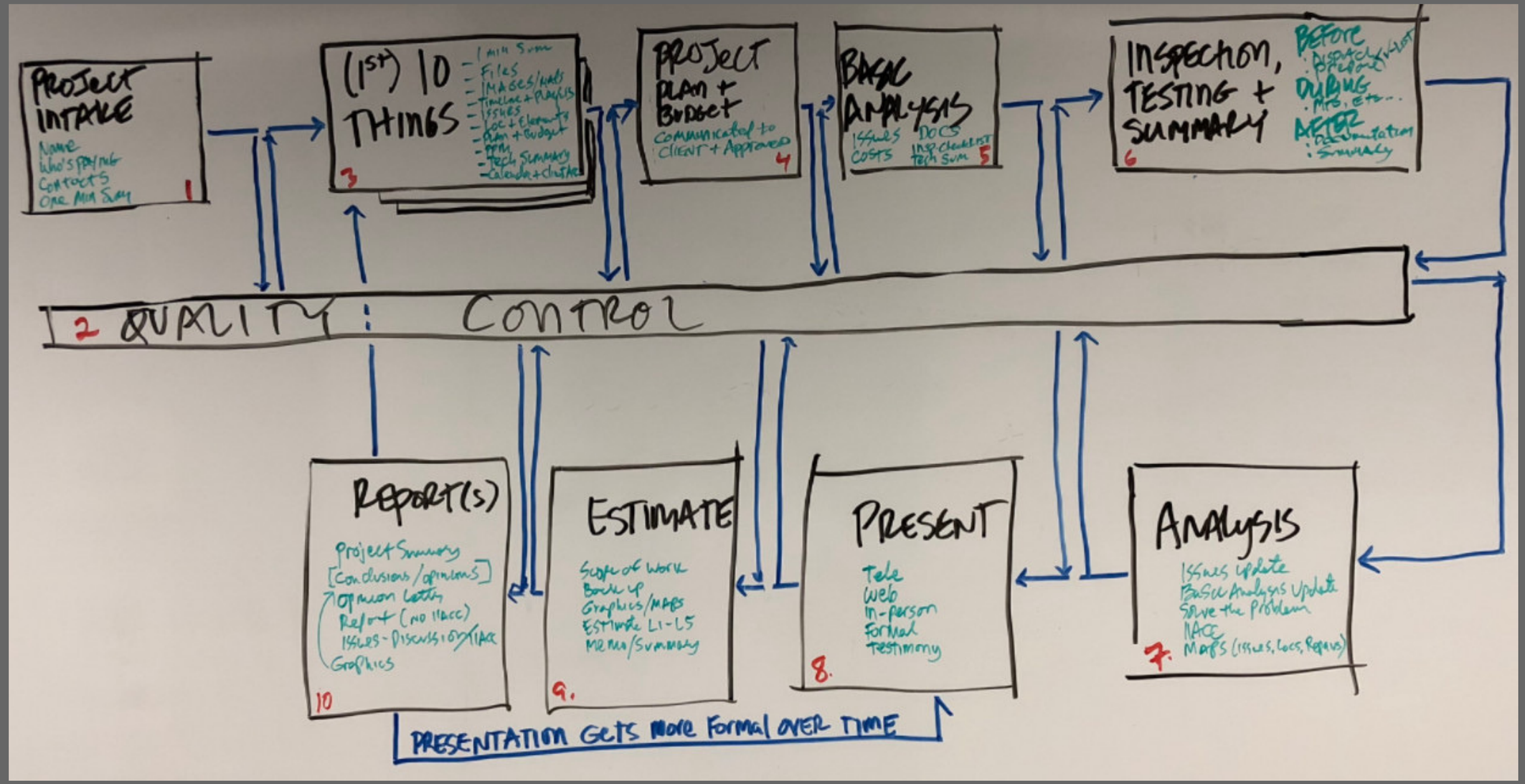
Awesome Customer Experience



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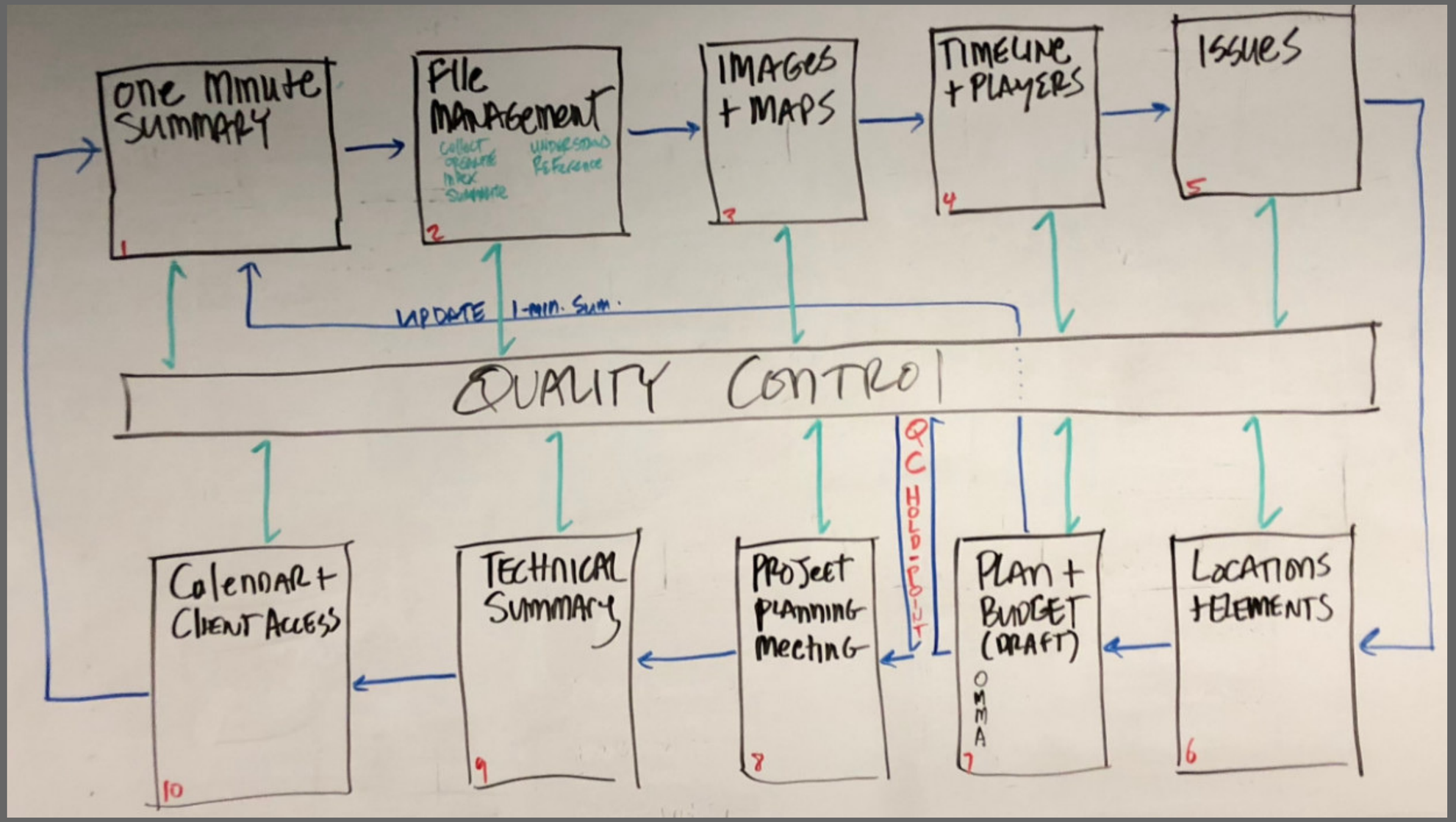
Process Flowchart

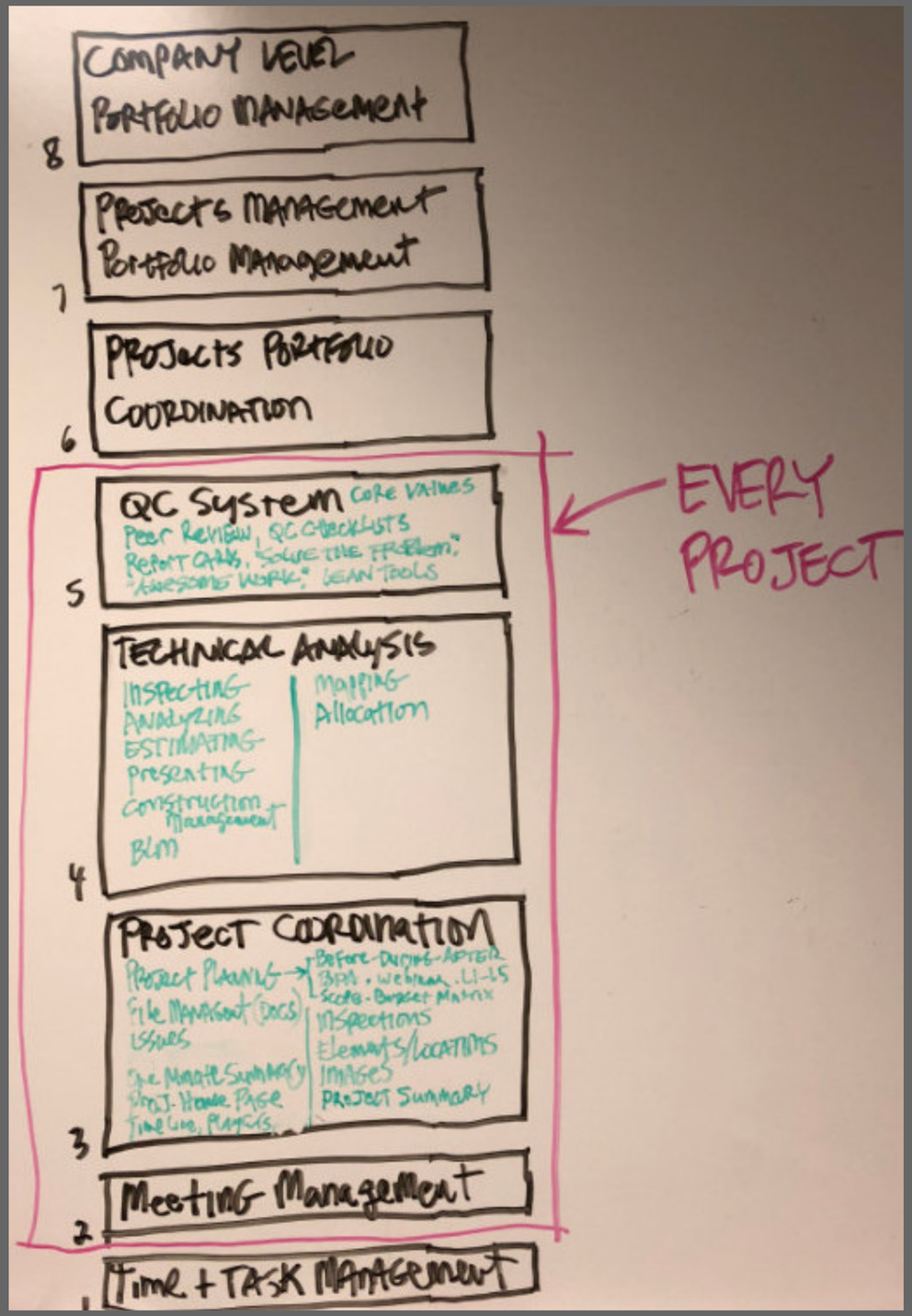
Construction Litigation



Process Flowchart

First 10 Things





PFCS Production System

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ALL KEY TRAINING MODULES

1. Tell them what the task is and why it is important
2. Show them how to do the task, modeling exactly what the trainee will be doing
3. Practice: Allow the Trainee to perform the task with direct supervision and re-direction during this practice
4. Do with Feedback: Have the Trainee perform the task independently, then receive feedback and re-direction immediately following the performance
5. Do with Follow-Up: Have the Trainee perform the task independently, then receive feedback and re-direction at some scheduled future date that is calendared at the close of the "Do with Feedback" phase
6. Repeat as necessary
7. Verify that the skill has been mastered.
8. Mentor: Have the Trainee become a training mentor for others

PFCS Training Strategy



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FOR ALL OF OUR WORK

1. Our work is often difficult. If it does not cause a little mental strain from time to time, then you're doing it wrong.
2. Awesome Work: We always run all projects using our TL + PC = Awesome Work Model. Our work is a mix of (A.) technical expertise and (B.) a million little pieces of information and activity that many people with deep technical expertise just don't manage very well (think mad-scientist :). Our system divides responsibility between "Technical" and "Project" team members who are equally responsible for the project's success. The project team members (particularly the Project Coordinator) will make sure the information is planned, organized, and executed on time, within budget, and conforming to our high standards. The Technical team (particularly the Technical Lead) will apply skills and expertise to perform and deliver technically excellent work. The TL reports to a "Project Expert" and the PC reports to a PM.

PFCS General Principles



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FOR ALL OF OUR WORK

3. We always have a plan (pfcs.co/omma) that is the fruit of having worked backward from a successful end, building our projects virtually (or "on paper") before we execute in the real world.
4. Project Meetings: We always hold Project Planning & Project Status Meetings with written agendas prepared in advance that include a list of previous action steps or commitments, and we always follow-up with minutes and SMART action steps (commitments or assignments). This is our primary mechanism for maintaining order, because no human can keep together all of the little pieces of what needs to get done without a system.
5. Planning Methods: Our project planning framework (OMMA-Goodness: Objective, Method, Milestones, Actions.) requires us to apply a problem-solving "Method." For every project type we have a standard problem-solving method. Life is easier when we use a standard analytical method.

PFCS General Principles



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FOR ALL OF OUR WORK

6. Sample Work: At the most fundamental level, 99% of what we do, we have done before, so everything we do should look A LOT like something we've already done. Generally we add one or more pieces of sample work to the project file from our eLibrary, so we know what we are aiming at. There is no reason to re-invent the wheel.
7. Peer Review: We have a peer review culture because (A.) we know that the best work happens when we collaborate with other smart people, (B.) participating in the creation of awesome work is a pleasure that makes hard work worthwhile, and (C.) we FAR prefer the mild discomfort of internal disagreement to the terrible indignity of public ridicule.

PFCS General Principles



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FOR ALL OF OUR WORK

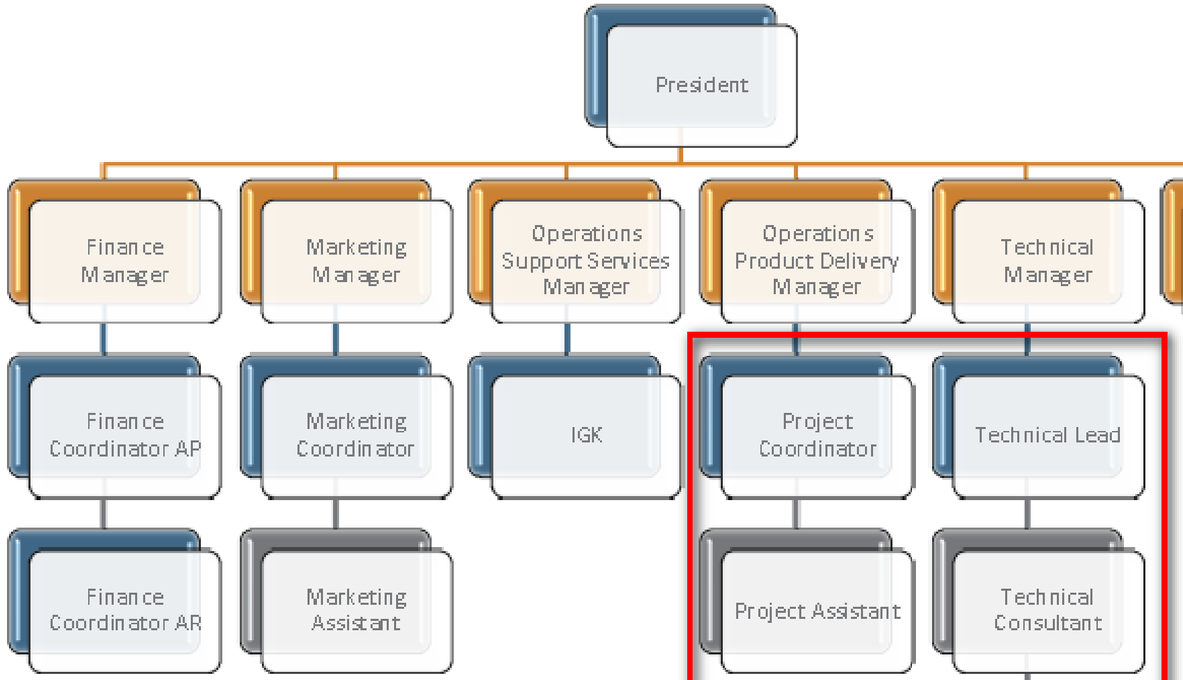
8. Quality Control: We know the purpose of quality control systems is (A.) to decide what the best way to do things is and (B.) to continuously decrease variability from that standard. We also know that all QC systems are checklist based, because humans are not good at doing the same thing over and over again with perfect consistency. Therefore more and more of our work is planned, executed and quality-checked using checklists, so that we free valuable brain-space for doing the real, hard work of problem solving and doing "awesome work."
9. Checklist Focus: Humans are terrible at doing the same things over and over. That's why pilots, no matter how experienced, MUST run through EVERY item on their checklists. The only way to make our work as close to perfect as possible is to build a powerful checklist using culture.

PFCS General Principles



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Organizational chart



Every role other than these are to support these in delivering Awesome Work.

Our January 2016 Management Meeting (VFTM) is going to include

6 Managers:

- Finance
- Support Services
- Product Delivery
- Technical
- Technology
- Marketing

Only PF will be in dual role of President and Technical Manager.

PF
4/7/2025

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Project Coordinator Training 2018

Date: 12/20/2017
To: FILE
Regarding: Project Coordinator Training 2018

Introduction

We do things differently here at PFCS. In many organizations, the "technical expert" is the boss and tells everyone else on the team what to do. Some have called this "the genius with helpers" model. But over time, we have found a more effective, more reliable way to deliver professional services. We call it our "Project Coordinator + Technical Consultant = Awesome Work" model. Project Coordinators (PCs) and Technical Consultants (TCs) each have thoughtful Job Descriptions and Key Performance Indicators (KPIs) and "Awesome Work" is one of our Quality Control (QC) Checklist to help us define and verify the work conforms with our high standards. Like any complex, engineered system, there are a lot of moving parts. The following 24 training modules will get you working in the processes from your first week of work, and will allow us to apply our "PFCS Training Strategy" where we explain why we do what we do, show you how, allow you to practice with supervision and then on your own, and finally we verify mastery of the skill and make you into a mentor for others.

General Principles for All PFCS Work

See General Principles for All PFCS Work

First 12 Weeks Training

1. Meeting Management
2. File Management (Documents)
3. Project Home Page
4. Timeline. Players. Locations. Elements.
5. One Minute Summary
6. Time & Task Management (incl. Weekly Planning)
7. Billing Your Time
8. A Sensible List (specifically Issues Lists)
9. Inspections (Before - During - After)
10. Project Planning & Budgets
11. Report Cards & QC Checklists
12. PFCS' Core Values

Second 12 Weeks Training

1. PFCS Organizational Structure & Hierarchy
2. Invoicing & Payments
3. Project Summary memos
4. Technical Summary
5. Reports
6. Other PFCS Deliverables
7. PFCS' "Solve the Problem" Method
8. "PFCS' Definition of "Awesome Work"
9. PFCS' Basic Analysis
10. Corporate Look & Feel
11. Project Images, Maps & Plans
12. Presenting

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Technical Consultant Training 2018

Date: 12/20/2017
To: FILE
Regarding: Technical Consultant Training 2018

Introduction

We do things differently here at PFCS. In many organizations, the "technical expert" is the boss and tells everyone else on the team what to do. Some have called this "the genius with helpers" model. But over time, we have found a more effective, more reliable way to deliver professional services. We call it our "Project Coordinator + Technical Consultant = Awesome Work" model. Project Coordinators (PCs) and Technical Consultants (TCs) each have thoughtful Job Descriptions and Key Performance Indicators (KPIs) and "Awesome Work" is one of our Quality Control (QC) Checklist to help us define and verify the work conforms with our high standards. Like any complex, engineered system, there are a lot of moving parts. The following 24 training modules will get you working in the processes from your first week of work, and will allow us to apply our "PFCS Training Strategy" where we explain why we do what we do, show you how, allow you to practice with supervision and then on your own, and finally we verify mastery of the skill and make you into a mentor for others.

The point is to free the Technical Consultant from the burden of having to manage the million little pieces of information involved in the delivery of highly technical work that makes technical people proud. That burden is left to the Project Coordinator so that the Technical Consultant can focus on the aspects of doing great work that s/he is expert in.

General Principles for All PFCS Work

See General Principles for All PFCS Work

First 12 Weeks Training

1. File Management (Documents), specifically section 5. Understand where the Document Analysis is performed.
2. Inspection
3. Timeline. Players. Locations. Elements.
4. A Sensible List (specifically Issues Lists)
5. One Minute Summary
6. Technical Summary
7. PFCS' Basic Analysis
8. Billing Your Time
9. Project Home Page

10. Time & Task Management (incl. Weekly Planning)
11. Report Cards & QC Checklists
12. PFCS' Core Values

Second 12 Weeks Training

1. Meeting Management
2. PFCS Organizational Structure & Hierarchy
3. Project Summary memos
4. PFCS' "Solve the Problem" Method
5. Mapping
6. Analyzing: IIACC, Conclusions / Opinions, Recommendations
7. Reports
8. Project Planning & Budgets
9. "PFCS' Definition of "Awesome Work"
10. PFCS Construction Management Method
11. Presenting
12. Estimating

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Relationship Marketing Coordinator Training 2018

Date: 12/20/2017
To: FILE
Regarding: Relationship Marketing Coordinator Training 2018

Copied from Project Coordinator Training 2018

Introduction

We do things differently here at PFCS. We run our Marketing & Sales in the exact same way we run our projects. We call it our "Project Coordinator + Technical Consultant = Awesome Work" model. The system includes Project Coordinators (PCs) and Technical Consultants (TCs) who each have thoughtful Job Descriptions and Key Performance Indicators (KPIs) and "Awesome Work" is one of our Quality Control (QC) Checklist to help us define and verify the work conforms with our high standards in our areas of expertise including Building Performance Analysis (mostly through inspection and testing), Building Economics (incl. construction cost estimating), Construction Management, and Construction Claims and Litigation where we apply expertise gained and practiced in the other lines of work.

For Marketing & Sales (M&S) generally, and for the Relationship Marketing Coordinator (RMC) specifically, a M&S Campaign is the functional equivalent to a PFCS Project in Operations. The RMS acts in the same capacity as the PC, and the TC role is played by the Marketing Manager.

The following 24 training modules will get you working in the processes from your first week of work, and will allow us to apply our "PFCS Training Strategy" where we explain why we do what we do, show you how, allow you to practice with supervision and then on your own, and finally we verify mastery of the skill and make you into a mentor for others.

General Principles for All PFCS Work

See General Principles for All PFCS Work

First 12 Weeks Training

1. Meeting Management
2. Contact Management
3. Campaigns
4. Call Scripts
5. Case Studies: What PFCS Does
6. PFCS Website
7. Time & Task Management (incl. Weekly Planning)

8. Webinars
9. 10 Touches
10. PFCS' Core Values
11. Events
12. Mailings

Second 12 Weeks Training

1. Strategic Targets
2. Opportunities
3. Social Media
4. Project Planning & Budgets
5. Project Intake
6. One Minute Summary and Technical Summary
7. Corporate Look & Feel
8. PFCS' "Solve the Problem" Method
9. "PFCS' Definition of "Awesome Work"
10. PFCS' Basic Analysis
11. Other PFCS Deliverables
12. Report Cards & QC Checklists