

The background is a cityscape at dusk or dawn, with various skyscrapers and residential buildings. The scene is overlaid with large, abstract geometric shapes in yellow and orange, and a pattern of blue dots on a dark background on the left side.

**OPERATIONS  
AND  
PERFORMANCE  
CONSULTING**

---

**FOR  
ROOFING CONTRACTORS**

# ABOUT COTNEY



Cotney Consulting Group (CCG) is a leading business consulting firm serving the roofing industry that is focused on helping contractors achieve operational success through a concentration on four main solution offerings.

“Each client’s journey is different, but the destination is always the same: successful transformation,” continued Kenney. “To increase revenues and profitability, Cotney Consulting Group helps roofing contractors find success by focusing on the operational review of their companies combined with industry-specific online and in-person training resources.”

Cotney Consulting Group’s online training is the fastest-growing segment of the business. Current offerings consist of a full range of estimating training from the beginner level through advanced, with participants earning their roofing industry estimating certification upon completion. Operationally, CCG offers project manager and superintendent training. Future courses include executive-level business leadership and management, strategy, sales and marketing, accounting, human resources, and more. We also offer in-person Operational and Service Department training.

“We did not learn business consulting from a book but with real-world experience. CCG brings 45+ years of experience running eight-figure, multi-million-dollar roofing companies. This positions us ahead of other business consultants solving the problems roofing contractors face daily,” stated Kenney.

# OPERATIONS AND PERFORMANCE CONSULTING

## Roofing is a Complicated Business

- Are your sales outpacing your operations?
- Are you spending too much time fixing problems instead of planning your work?
- Inconsistent project performance and profitability?
- Safety issues with the workforce and on projects affecting performance?
- Outdated or missing technology solutions?
- Not sure what to focus on or what to fix first?
- Don't know what's missing or which is the best solution for your company?

**Wish you had someone who understands your business and industry and can help you solve these problems?**

**We have your solution. You can now work with John Kenney and his Industry Expertise in Operational Excellence and Performance.**

**Transform your operational capabilities by implementing best-in-class management practices tailored to your business needs and objectives. John Kenney works with roofing construction firms to optimize performance and profitability.**

# OPERATIONS CONSULTING ESSENTIAL FOCUS

## OPERATIONAL ASSESSMENT



We'll work through a structured discovery together, uncover what's working well, what your organization struggles with, and what may be needed to grow, improve, and scale.

## PROJECT MANAGEMENT



For roofing companies, effective project management is essential for every successful project. We teach our clients to avoid project failure by providing the tools and knowledge needed to succeed.

## SAFETY



Conduct an audit of existing safety policies, programs, and training to identify situations likely to draw attention from inspectors. We will develop written safety standards, policies, procedures, and compliance training programs for your needs.

## TALENT ASSESSMENT



Do you have the right people on the bus and in the right seats? We will perform a talent assessment to evaluate the overall operational staff and leadership capacity.

# OPERATIONS CONSULTING ESSENTIAL FOCUS

## OPERATIONAL EXCELLENCE



Roofing companies that have grown organically often become more disorganized as people are added. This can lead to inefficiency, confusion, and even lost profits. We have developed a systematic and comprehensive approach that identifies inefficiencies within your organization. We then help clients define the roles & responsibilities in their organization and align these with optimized business processes to create a complete system to operate their business.

## TALENT ACQUISITION



While we are not a recruiting firm, we assist our clients by designing recruiting and evaluation programs, helping them find and hire top talent. We can also interview key positions and provide candidates with recommendations.

## TECHNOLOGY ASSESMENT



We possess the knowledge to help you select, implement and operate with the right hardware and construction software solutions for your organization. We're familiar with the top Accounting, Project Management, and other solutions available for the construction industry, as well as many commercial roofing contractor-specific and residential software platforms and solutions.

## RETENTION & INCENTIVE PROGRAMS OPTIONAL ADD ON PLAN



Employees are the lifeblood of every construction company. Employee retention is a critical issue as contractors compete for talent. Our customized programs are designed to motivate your employees to contribute positively to your company's success.

# OPERATIONS AND PERFORMANCE CONSULTING

## GETTING STARTED

Could you benefit from the advice of a roofing construction business expert? In our 30-minute call, you will get recommendations for immediate adjustments that will improve the performance and profitability of your construction company.

**SCHEDULE MY OPERATIONS CONSULTATION**



# CONTACT US



**813.851.4173**



**[jkenney@cotneyconsulting.com](mailto:jkenney@cotneyconsulting.com)**



**[www.cotneyconsulting.com](http://www.cotneyconsulting.com)**



**1805 James L Redman Pkwy  
Suite 201**

**Plant City, FL 33563**

**WE LOOK FORWARD TO WORKING WITH YOU AND YOUR TEAM**