

Henry Goudreau — The Contractor's Business Resource

By Joan Collier

Awizard at business development for contractor's, Henry Goudreau teaches them how to do it right! In seminars across the country, Henry brings his special brand of tough talk and sharp insights to a growing number of believers.

A Henry Goudreau seminar is an exercise in hard facts delivered by a man who knows, and appreciates, his audience's challenges. The room falls silent as he approaches the front. You can hear the breathing of its occupants, the shuffling of papers and the clicking of ball-point pens. Its occupants are ready to scribble every word that is important to them. The introduction is short and right to the point, just like the presentation. Full of powerful business building information; so much, delivered so fast, you dare not blink for the next 90 minutes for fear of missing another incredible tidbit.

His warm hazel eyes scan the room, and he begins. "The majority of you are losing money each and every day and you don't even know it!" Goudreau exclaims. "And right now, if you will go through this quick exercise with me, I'm going to prove it to you." The challenge has been made.

After completing his 20-question evaluation survey and calculating the dollar amount, you can feel the heavy weight of anxiety settling in as so many face the hard, cold facts. Henry knows this and drives

home the next shot. "Right now, in this room, only 2% of you are in control of your business. That means the majority of you are gambling with your business, your future and your family's future."

Henry delivers this presentation hundreds of times to thousands of contractors, and each time it is filled with his excitement for the



message. For him, delivering the message is what it is all about. "If I can reach just one contractor and help them turn their business into a viable investment for their future, I have done my job," he says. "Contractors don't fail for a lack of good construction skills, Contractors fail for a lack of good business skills."

A New Calling

Henry was born into the construction business; his father was a successful contractor with a degree in Accounting. Even as a small boy, while other children were playing

with blocks, Henry was building on a much larger scale — in his imagination. He has worked on everything from residential construction to nuclear power plant construction, both in this country and overseas. His own construction business was geared up for heavy civil, bridge, marine and underwater construction. With two PE's on staff, they got directly involved with Design Build projects.

"It doesn't matter what type of construction business you own. If you want it to be a successful investment that rewards you properly for all of your hard work, you've got to first build it on a strong, firm foundation" Henry says. "Whether it is a house, road, bridge or skyscraper you have to first build a strong foundation. The same goes for your business. It is as simple as that."

Ten years ago, Goudreau had the opportunity to step out of his construction business. After putting around for several months he decided that speaking and coaching other contractors on business development was his calling. Today, he travels the country speaking to contractors and mentoring them about building successful businesses. From developing a vision to understanding financial strategy to marketing a company, Goudreau teaches the basics and teaches them well.

"If contractors want to be successful with their business, they've got to have a vision of where they