



# ANTHONY PROCACCINI

From Technical to Tactical

## CONTACT



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Dallas, Texas



## ABOUT ANTHONY

With almost three decades of experience in the residential construction and remodeling space, Anthony has seen the industry from multiple perspectives. He has been a construction manager, business owner, state monitor, and adjunct professor. His focus now is helping leaders in construction deal with the changing workforce, mass retirements, and training/retaining top talent.

## Conference Topics

### The KASH Framework: A Practical Blueprint for Mentoring, Training, and Coaching the Next Generation

In this powerful and highly practical session, Anthony Procaccini introduces the KASH Framework—an easy-to-remember model built around Knowledge, Attitude, Skills, and Habits. Designed specifically for leaders in construction, trades, and field-driven industries, this framework gives managers the tools they need to mentor effectively, train with purpose, and coach for long-term impact. With decades of real-world experience and a dose of humor, Anthony breaks down how to identify gaps, build trust, and transform entry-level workers into high-performing team members. Attendees will leave with actionable strategies they can apply immediately to boost workforce retention, productivity, and morale.





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## Conference Topics

### The TRUST Model: Field-Tested Framework for Leading Any Team

In this engaging session, Anthony Procaccini shares the TRUST Model—a practical leadership tool designed for managers leading hardworking, hands-on teams. TRUST stands for Temperature, Resources, Understanding, Skills, and Time—five essential checkpoints that help leaders connect with their people, uncover hidden obstacles, and build a culture of accountability without micromanaging. Whether you're managing a jobsite crew or supporting an office team, this model equips you to lead with empathy while driving performance. Grounded in real-world experience and delivered with Anthony's trademark storytelling, this session offers immediate takeaways for leaders who want to build trust, improve communication, and get better results from their teams.







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## Conference Topics

### **Surviving the Silver Tsunami: How to Prepare Your Workforce for the Mass Retirement Wave**

The construction industry is facing a seismic shift—seasoned pros are retiring in record numbers, and a new generation isn't flooding in fast enough to replace them. In this eye-opening and action-focused session, Anthony Procaccini unpacks the looming workforce crisis known as the "Silver Tsunami" and what it means for your company's future. Drawing on decades of field leadership and deep industry insight, Anthony offers practical strategies to attract new talent, retain rising stars, and capture the hard-earned wisdom of those on their way out. Attendees will walk away with a blueprint for workforce continuity that blends mentorship, knowledge transfer, and cultural alignment—because surviving the Silver Tsunami isn't just possible, it's a competitive advantage waiting to happen.

