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Leading the way

NRCA's Future Executives Institute graduates share their thoughts about leadership

BY SARA VAUGHN

A company's success relies on collaborative efforts made by all team members, and strong leadership is crucial to guide these efforts. Great leaders possess a variety of qualities and skills they can employ to adapt to different situations, motivate their employees and ensure their teams are working toward common goals.

One opportunity for emerging roofing industry leaders is NRCA's Future Executives Institute, a comprehensive learning experience that teaches participants how to lead and manage a thriving roofing business. Taught by professors, industry leaders and field experts at Northwestern University's Kellogg School of Management in Chicago, the three-year program offers an in-depth look at leadership theory and practice and helps participants develop essential management and communication skills.

Since the program's inception 20 years ago, NRCA graduated 210 people from nine FEI classes. FEI—Class 10 students currently are preparing to begin their second year.

Professional Roofing reached out to FEI participants to share their thoughts about leadership, lessons learned and advice for future industry leaders.

FEI—Class 1

DAN JOHNSON



Executive vice president and chief operating officer of Wayne's Roofing Inc., Sumner, Wash.

What are the qualities of an effective business leader?

I believe an effective business leader needs to empower people, be trusted, motivate, listen and have self-awareness. My success as an effective business leader has come from listening to those who have provided advice and mentoring. Having started at Wayne's Roofing in 1990, I was mentored by then-president Don Guthrie. I followed his leadership style by being humble, listening, never cutting corners and, most important, having integrity. These are qualities every respected and successful business leader should embrace.

What advice would you offer to the next generation of leaders in the roofing industry?

My advice is to listen and learn from current leadership and stay connected with your peers. Don't be afraid to develop your own leadership style that fits into your company's culture. I also encourage any future leader to take advantage of the training opportunities NRCA has to offer. As a graduate of the first FEI class in 2005, I was given valuable insight regarding what to expect as I was growing within my company. Equally as important are the friendships and networking opportunities the experience provided me.

FEI—Class 2

SHELLEY METZLER



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