

## Well Built: How the Top 2% of Construction Contractors Create Superior Value, Profits, and Excellence

**Chad Prinkey**

Advantage Books

(296pp)

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*Well Built is a clear, in-depth step-by-step guide to creating and maintaining a successful construction business.*

For those in construction, industry consultant Chad Prinkey's book *Well Built* is a comprehensive guide to industry success.

With elements of a textbook, this is a systematic and practical hands-on guide covering numerous aspects of the construction business. It moves in a logical sequence, beginning with a company's financial foundations and working up to the formation of a business's goals (with clear guidance for executing said goals). Efficient processes, the way to hire the right employees, and marketing are covered in turn, alongside guidance for maintaining internal and external relationships and nurturing continued success, even at the ostensible top of a company's game. Ethical industry practices are also covered alongside acknowledgements that the industry is not always known for having established ethical patterns.

Evincing thorough knowledge of the construction industry throughout, the book covers the challenges that a company may face with clarity and conviction. It speaks to the uncertainty of the contemporary climate as well, as with its up-to-date, relevant examples of how certain principles or practices play out in real-life situations that reflect Prinkey's coaching of particular company teams toward success. Not all of its insights are unique, though, as where it introduces mentoring with dictionary definitions, rather than with a personal illustration:

*Webster defines mentoring as "the influence, guidance, or direction given by a mentor," and it defines a mentor as "a trusted counselor or guide."*

More confidence-building, if still less individuated, are the book's frequent references to reputable sources on the topics of entrepreneurship, success, and mindsets. While explaining the importance of discovering what the goals of a business are, for instance, the book references Shad Helmstetter's *What to Say When You Talk to Your Self* to support its argument that human minds are like computers and "the thoughts we have about ourselves are like the software programs we're running on our computers." Still, the prose is functional and direct, sans extraneous information and diversions: each chapter introduces and explains its claims in tidy form and then moves on. Diagrams complement key points at helpful intervals, and summary lists are present for efficient reference.

A reference text whose usefulness is amplified by a personal invitation to reach out to its consultant author for additional information, *Well Built* is a clear, in-depth step-by-step guide to creating and maintaining a successful construction business.

SARAH FRIDESWIDE (May 8, 2024)

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