

LOCAL CONSTRUCTION LEADER FIGHTS BACK, ECONOMY LOSES

San Diego President Does the “Right Thing” by Stepping Out as a High Ranking Executive and Getting Back to Basics

SAN DIEGO, CA – June 9, 2011. James Frager, two-time President in the San Diego construction industry did what any good leader would do in the face of company survival mode. He put everyone else first. Given the rapid contraction his company was experiencing in the market, his concern for his employees and his commitment to his family, Frager made the tough decision to sell his company, step out as a high ranking executive and go back to focusing on developing and leading from within.

While most leaders might experience an emotional setback with a title change from President to Senior Construction Manager, Frager accepted his new title with pride. “It’s what I love,” said Frager, “and to be able to offer my experience to help build an organization with good growth potential is just icing on the cake.”

Frager admits that there are still several obstacles to overcome in the industry such as lending relationships, working capital and rebuilding the employment base with quality and competitive wages. But like most leaders who have just been through some of the hardest years of their lives, Frager feels like he has gotten through the worst of it and that things are only looking up.



Standing at 6’7” tall, Frager immediately commands the attention of any room he steps into. But his height has nothing to do with the fact that he will always have the respect of anyone in that room. He is known throughout San Diego County for his compassion, concern and dedication to helping his family, friends and employees grow in their personal and professional development. When asked what he felt was his biggest accomplishment as a leader, Frager responded that it was helping several of his former employees succeed in the industry.

To his YPO Chapter buddies, he is the guy everyone wants to be around. To his friends, he is loyal and always there to listen and advise. And to his family, he is and will always be “their” leader.

“My biggest fear is not being able to provide for my family,” Frager shares. “They’ve been my biggest supporters through some very tough times and I owe my success to them.”

In true leadership style, Frager recommends to other leaders in the industry that they identify niche markets and pick two or three to focus your team on developing your reputation as a leader within that niche. (I.e., Healthcare Construction, Design Build, Military and/or Government, Construction). He also advises to stay involved from top to bottom. Getting clients to trust that you understand their business and are willing to commit to do “whatever it takes” is what instills the commitment and work ethic required for today’s businesses to succeed.

So take that, economy. A leader who responded to your challenges in a strategic, admirable and optimistic way has been born. And he is all about moving forward.

To hear more about Jim's story of leadership survival over the last couple of years in the construction industry, you can find him co-facilitating a Leadership Development Retreat with half full, llc titled "Getting a Reality Check on Leadership" July 15-16 at Tarranea Resort in Palos Verdes.

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