



THE SYSTEM BUILD



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**HOW CONSTRUCTION,
MEDIA & RELATIONSHIPS
CREAT OPPORTUNITIES**



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THIS WEEK INSIGHT



FOR NEARLY 20 YEARS, I'VE BEEN
INSTALLING FAÇADE SYSTEMS.
TURNING UP. DELIVERING. MOVING
TO THE NEXT JOB.

**LIKE MOST PEOPLE IN
CONSTRUCTION –
FOCUSED ON WHAT'S IN
FRONT OF ME.**

BUT RECENTLY, SOMETHING CHANGED.

NOT THE WORK.
NOT THE INDUSTRY.

THE WAY I SEE IT.



Because the real opportunity isn't
just in doing the job well.

**IT'S HOW YOU POSITION
YOURSELF AROUND THE JOB**

Who sees you.

What they associate you with.

And how often you appear in their
world.



***THE SHIFT MOST
PEOPLE NEVER
MAKE***

BEHIND THE SCENES

WHAT THIS WEEK ACTUALLY LOOKED LIKE

THIS WEEK WASN'T JUST ABOUT INSTALLATION.

IT WAS ABOUT BEING PRESENT IN MORE PLACES THAN JUST THE SITE.

- VISITING SUPPLIERS I'VE WORKED WITH FOR YEARS
 - FILMING HOW PRODUCTS ARE ACTUALLY MADE
- CAPTURING CONTENT ON ACTIVE PROJECTS
 - RECONNECTING WITH PEOPLE I HAVEN'T SPOKEN TO IN A WHILE

NOTHING NEW ON PAPER.

BUT THE INTENTION BEHIND IT WAS DIFFERENT.

INSTEAD OF JUST COMPLETING WORK... I STARTED DOCUMENTING IT.

INSTEAD OF JUST KNOWING PEOPLE... I STARTED STAYING VISIBLE TO THEM.

**Same industry.
Same contacts.**

Different approach.



THE BUSINESS ANGLE

THIS IS WHERE IT CHANGES

Most people see filming as content.

Something extra.
Something optional.

I don't.

I SEE IT AS POSITIONING.

Because while I'm documenting the process...

- Suppliers start to recognise me beyond the install
- Clients engage with the work before I even speak to them
- New opportunities appear without me chasing them

I'm no longer just delivering a job.

I'm building visibility around it.

And visibility, over time, turns into leverage.

Not instantly.
But consistently.

That's where the real shift happens.

ASBR Tank - 4



HOW IT ALL CONNECTS

OPPORTUNITIES

CONSTRUCTION

MEDIA

RELATIONSHIPS

WHAT I AM BUILDING ISN'T JUST ONE BUSINESS.

IT'S A SYSTEM WHERE EACH PART SUPPORTS THE OTHER.

THE WORK CREATES ACCESS.

THE CONTENT CREATES VISIBILITY.

THE RELATIONSHIPS CREATE TRUST.

AND OVER TIME...

THAT COMBINATION STARTS TO GENERATE OPPORTUNITIES THAT DON'T COME CHASING WORK.

IT'S NOT IMMEDIATE.

IT'S NOT OBVIOUS AT THE START.

BUT ONCE IT STARTS WORKING TOGETHER...

EVERYTHING MOVES DIFFERENTLY.

FULL CIRCLE

HOW OPPORTUNITIES ACTUALLY APPEAR

A DIRECTOR IS PLANNING A NEW PROJECT.

THEY'RE LOOKING AT SYSTEMS. SUPPLIERS.
OPTIONS.

AT SOME POINT, THEY COME ACROSS A
VIDEO.

NOT AN ADVERT.

NOT A SALES PITCH.

JUST A REAL LOOK INTO HOW A PRODUCT IS
MADE...

AND HOW IT'S ACTUALLY INSTALLED.

THEY DON'T KNOW ME PERSONALLY.

THEY DON'T KNOW SIRE CONSTRUCTION.

BUT THEY'VE SEEN THE WORK.

THEY'VE SEEN THE PROCESS.

AND WITHOUT REALISING IT...

THERE'S ALREADY LEVEL OF TRUST.

SO WHEN THE TIME COMES TO CHOOSE
SOMEONE

WHO UNDERSTANDS THE SYSTEM.

THE DECISION IS EASIER.

THAT'S HOW OPPORTUNITIES START NOW.

NOT FROM CHASING.

BUT FROM BEING SEEN, CONSISTENTLY, IN
THE RIGHT PLACES.

NEXT

THIS IS JUST THE BEGINNING

THIS IS NOT ABOUT ONE PROJECT.
AND IT'S NOT ABOUT ONE BUSINESS.
IT'S ABOUT BUILDING SOMETHING THAT
CONNECTS EVERYTHING TOGETHER.

**CONSTRUCTION.
MEDIA.
RELATIONSHIPS.**

ALL WORKING TOWARDS THE SAME
OUTCOME.

MORE VISIBILITIES.

BETTER OPPORTUNITIES.

STRONGER POSITIONING.

I'M GOING TO KEEP DOCUMENTING THIS
WEEKLY.

NOT JUST THE WINS.

BUT HOW IT ACTUALLY WORKS BEHIND THE
SCENES.

NEXT WEEK, I'LL BREAK DOWN SOMETHING
MOST PEOPLE OVERLOOK:

**WHY STAYING VISIBLE IS MORE
IMPORTANT THAN STAYING BUSY.**

BECAUSE THE PEOPLE GETTING THE
OPPORTUNITIES...

AREN'T ALWAYS THE BEST.

THEY'RE THE MOST SEEN.