



# YOUR COMPLETE ROOFING EDUCATION GUIDE



“ Owens Corning University has been a reliable resource to Bone Dry employees. Through the different tools and videos OCU offers, our salesmen have been able to become more knowledgeable, professional and continue to offer the best solutions to our customers. We also have listed the Power Hour webinars on our Learning Management System so that our employees have easy access to attend those as well.

Debbie Barrett  
Bone Dry Roofing



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COMPANIES WITH COMPREHENSIVE  
TRAINING PROGRAMS AVERAGE

**218%**

**HIGHER REVENUE  
PER EMPLOYEE\***

\*Source: A study by American Society for Training and Development.



# START WORKING SMARTER

At Owens Corning University (OCU), you'll find the training and resources you need to adapt to a changing marketplace, enhance your growth strategy and stay ahead of the competition.

## Expertise Made Easy

Videos, webinars, tutorials, written guides and tools created by top industry experts.

## Training for the Whole Team

Educational resources for everyone involved with the roofing business—contractors, distributors, sales professionals, sales and marketing leaders, office managers and more.

## Ready When You Are

Available 24/7 and delivered in short modules that fit into your schedule.

## Just Sign On and Start Learning

- Owens Corning Roofing Contractor Network (OCCN) members can access the entire OCU library at [owenscorning.com/connect](https://owenscorning.com/connect)
- Distributors and contractors who are not yet OCCN members can access the OCU Learning Hub without log-ins or passwords at [owenscorning.com/ocuhub](https://owenscorning.com/ocuhub)

## Here to Help You

Call 1-866-ProDesk® or email [prodesk@owenscorning.com](mailto:prodesk@owenscorning.com).



Overview of Courses and Resources

# GROWTH FOR YOUR WHOLE BUSINESS

## Everything you need under one umbrella

This comprehensive resource supports nearly every aspect of your roofing business. Leverage OCU's vast library of content—from technical training on installation to marketing strategy guides—delivered in short, accessible formats so you can easily fit them into your schedule.

## OCU ON-DEMAND

Module and course-based content designed to complement your current training or use as your primary training resource.

## POWER HOUR WEBINARS

Turn downtime into training time with convenient on-demand webinars that make it easy to learn anytime, anywhere.

## OCU LIVE

Level up with Owens Corning's exclusive training experts at a local live training event near you.

## SMART SNACKS

Fast, on-the-go training in 10 minutes or less on a range of topics, from roofing design to identifying business opportunities.






## LEARNING HUB

The top on-demand webinars, documents and videos in one place, so you can easily tap into expert educational and training content.

## PROTRAINED

All the resources our distributor partners need to onboard with Owens Corning, while helping contractors get the most out of the network.

### Key

-  Live Events
-  Videos
-  Webinars
-  Written Guides
-  Online Courses



Core Curriculum At Your Convenience



# OCU ON-DEMAND

## Best for:

- Businesses looking for course-based training

## What:

Online training with interactive features that help you keep track of your progress. Topics cover a wide range, and include roofing installation, membership benefits, in-home sales and more.

## Why:

Interactive features allow you to stay engaged and earn certification, all while having fun through a real-time leaderboard.

## Access:

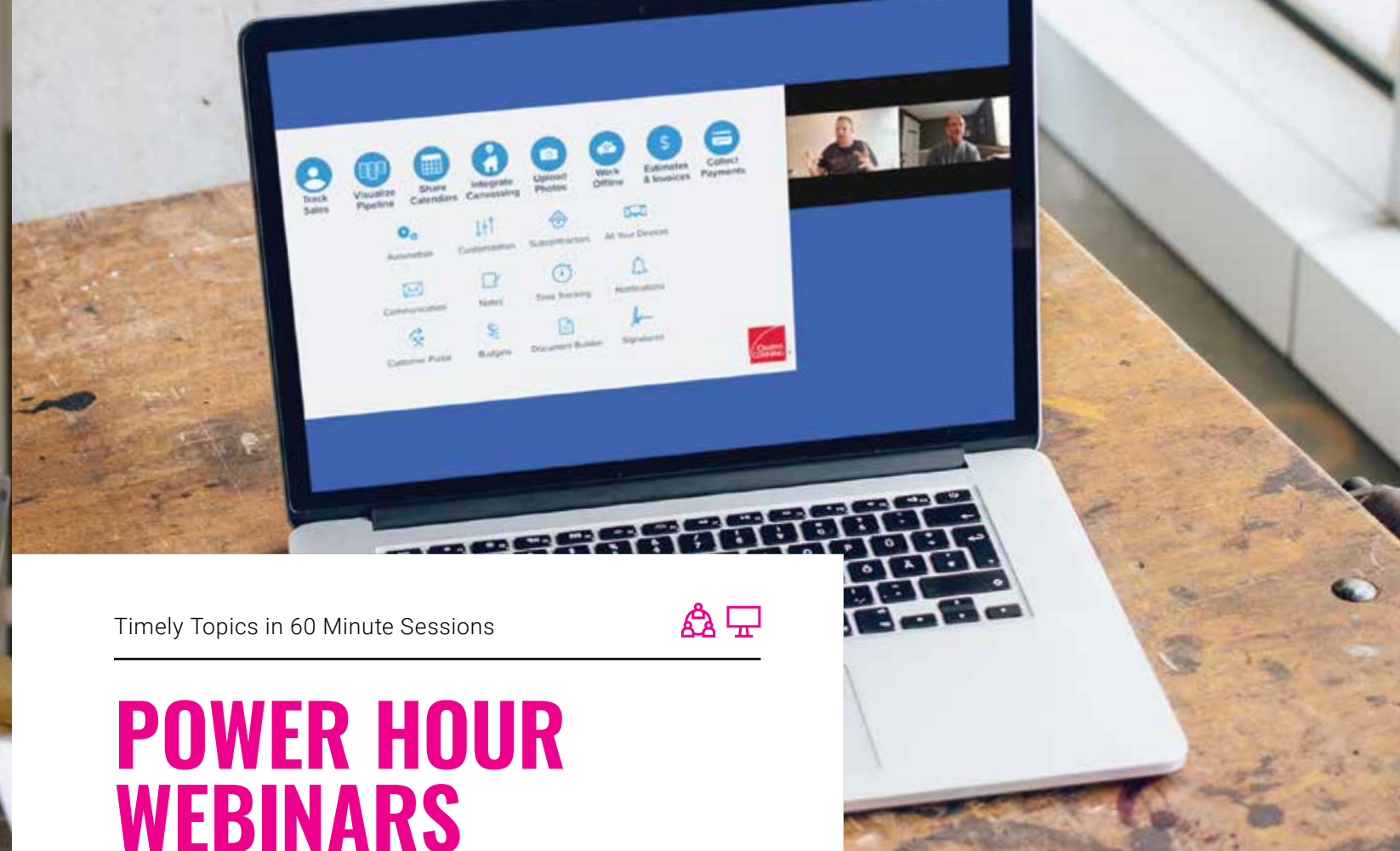
[OWENSCORNING.COM/CONNECT](https://www.owenscorning.com/connect)



## PEEK INSIDE

### Examples of Content

- Get to Know Owens Corning
- Fundamentals of Roofing Application
- Up Your Marketing Game



Timely Topics in 60 Minute Sessions



# POWER HOUR WEBINARS

## Best for:

- Business owners seeking growth strategies
- Operations and production managers looking to get the job done right
- Sales and marketing teams interested in business-building resources
- Installers pursuing technical knowledge

## What:

Expert content delivered in concise segments so you can turn downtime into training time. On-demand webinars make it easy to learn anytime, anywhere.

## Why:

Create a culture of continuous improvement and help your team make the most of downtime. Log in from a desktop, laptop or mobile device to keep up on the go, between appointments, over lunch or after hours.

## Access:

[OWENSCORNING.COM/CONNECT](https://www.owenscorning.com/connect)



## PEEK INSIDE

### Examples of Content

- 5 Steps to Building a Cash Cow Retail Sales Organization
- Tech Talk: Pipe Boot Installation and Flashing Details
- Contractor Success Story: How to Build a Company That Scales Itself
- Digitally Adapting in Today's Climate
- Leveraging Big Data to Predict Lead Sources





Live Learning Opportunities

LIVE

# OCU LIVE

## Best for:

- Leaders and key management
- Contractors in need of tools and resources to help with business development

## What:

Highly sought-after industry experts and contractors are brought to a city near you or streamed virtually. Learn and share with these leaders in the roofing business and the Owens Corning team; recent content covers a variety of topics, including in-home selling, pertinent COVID-19 issues for the roofing industry, storm preparedness to help generate leads, customer financing and more.

## Why:

Real-time discussions, networking, industry lessons and tips offer the chance to engage in the topics that matter most to your roofing business. And it's an opportunity to discover new business services and digital tools to help you work smarter and outperform the competition.

## Access:

See the OCU Live schedule and register to participate.

[OWENSCORNING.COM/ROOFING/EVENTS](https://www.owenscorning.com/roofing/events)



## PEEK INSIDE

### Featured Speakers

- Rodney Webb, Sales Coach, Buy-Limbic Sales System
- Sue Hawkes, Business Coach, Expert EOS Implementer®, YESS!®
- Alena Wilson, Founder, XM8 Mastery
- Anna Anderson, Owner, Art Unlimited

OCU LIVE SPEAKER GUIDE



Quick Tips on the Go!



# SMART SNACKS

## Best for:

- Quick learning when you have a packed schedule
- New employee onboarding

## What:

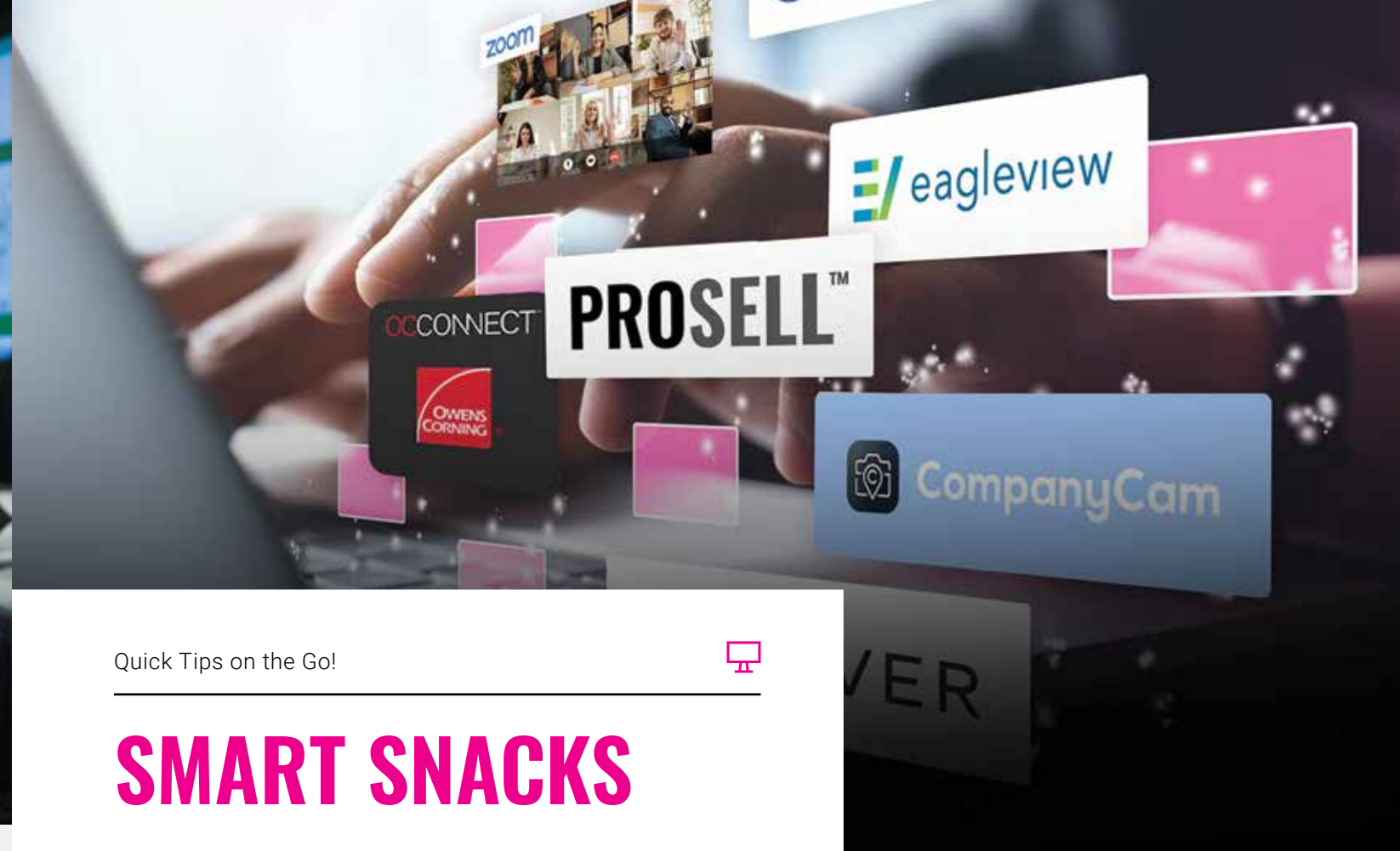
Each "snack" delivers bite-sized learning about topics relevant to your business (like how to help your clients choose the right color and style shingle for their home, or how to navigate social media for your business).

## Why:

Get the fundamentals in about as much time as it takes to gas up your vehicle. It's information that makes you and your team more effective at your jobs, without sacrificing more than ten minutes per training.

## Access:

[OWENSCORNING.COM/CONNECT](https://www.owenscorning.com/connect)



## PEEK INSIDE

### Examples of Content

- Business Services
- Resources for Design and Inspiration
- Navigating the Owens Corning Roofing Contractor Network
- Roofing Widgets for Contractors
- Virtual Tools to Support Your Business



Public Access—No Login Required



# LEARNING HUB

## Best for:

- Distributor partners who are onboarding new employees or fine tuning Owens Corning knowledge
- Contractors who are new to the industry and want an Owens Corning sneak peek

## What:

The top on-demand webinars, documents and videos in one place, so you can easily tap into expert educational and training content.

## Why:

Businesses have unique challenges—and sometimes finding the solution can be as difficult as the challenge itself. The Learning Hub is packed with resources and content from industry experts to help you get smarter faster. Whether you're in the exploring stage or ready to take your or your customers' business to the next level, it helps you navigate business needs with ease.

## Access:

Not yet a member of the Owens Corning® Roofing Contractor Network? Complete a quick registration form to access the Learning Hub.

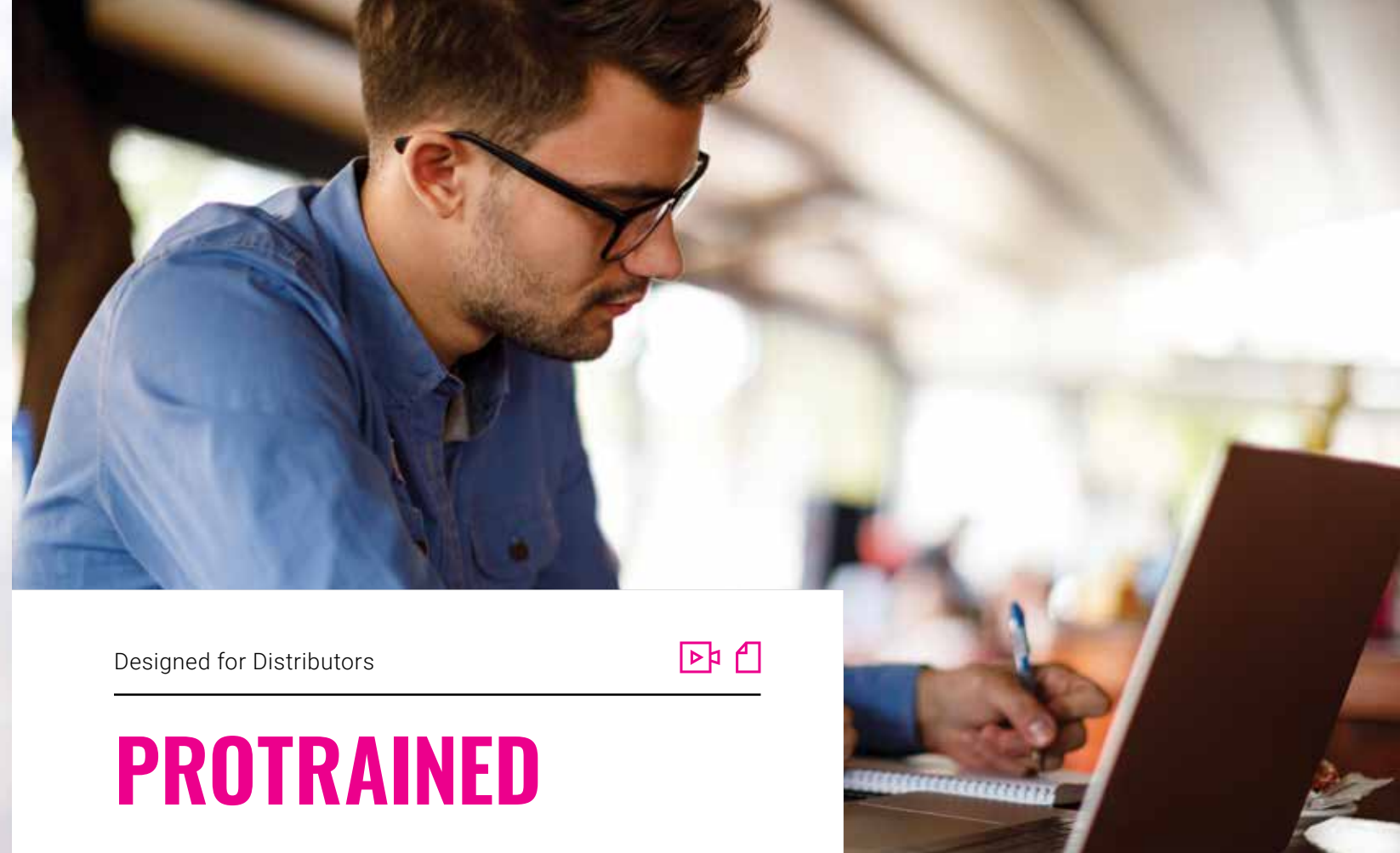
[OWENSCORNING.COM/OCUHUB](https://www.owenscorning.com/ocuhub)



## PEEK INSIDE

### Examples of Content

- Webinar: Leveraging Local SEO Marketing
- PDF: Pocket Size Roofing Installation Manual – Spanish
- Video: Owens Corning Field Technical Specialists



Designed for Distributors



# PROTRAINED

## Best for:

- Distribution team, including branch managers, inside/outside sales reps and counter personnel

## What:

All the resources our distributor partners need to onboard with Owens Corning at the branch level, while helping contractors get the most out of the network.

## Why:

Get equipped with the knowledge to do your job to the fullest. ProTrained guides distributors on how to sell systems, reduce price pressure, help increase margins and support contractors in growing their business. Plus, it provides training on building connections and leveraging partnerships, so you can get the most out of your relationships across your business.

## Access:

[OWENSCORNING.COM/OCUHUB](https://www.owenscorning.com/ocuhub)



## PEEK INSIDE

### Examples of Content

- Laminate Shingle Value Positioning
- Warranty Process
- Why Owens Corning® Roofing
- Ventilation
- Total Protection Roofing System®\*





**Faster, More Effective New Employee Onboarding**



**Build Homeowner Trust**



**Fundamentals of Roofing Application**



**Robust Educational Library**



**Understanding Warranties**



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^ Excludes non-Owens Corning® roofing products such as flashing, fasteners, pipe boots and wood decking.