

# A/E/C Leadership Bootcamp

**LIVE ONLINE MASTER CLASS**

**Unlock your leadership potential using real-world case studies and hands-on exercises!**

**March 10-12, 2021 | LIVE AND ONLINE**

This executive education event teaches you everything you need to:

- Craft long-term growth strategies that unleash high performers
- Cultivate pie makers who win enough work to keep your pipeline full
- Create a culture of engagement that makes your firm a talent magnet
- Get everyone around you to think big and overdeliver every time
- Use leadership strategies driving growth in best-in-class A/E/C firms right now
- And so much more!

**PSMJ** | Resources, Inc. ®

Brought to you in conjunction with:



ASSOCIATION OF CONSULTING  
ENGINEERING COMPANIES | SK

**YOUR PATHWAY TO HIGH  
IMPACT LEADERSHIP  
STARTS HERE.**

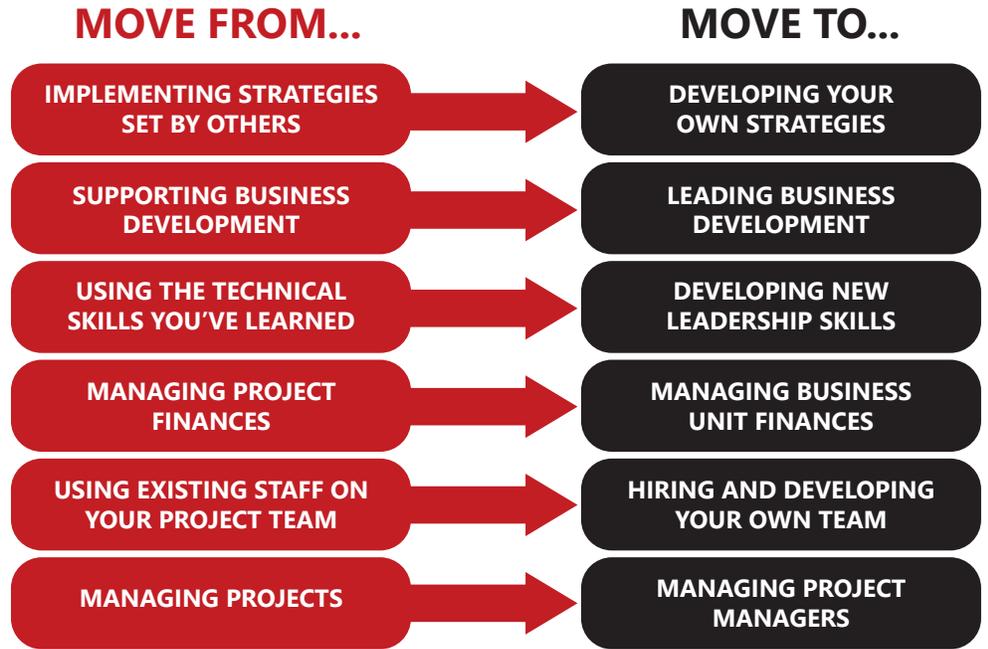
**This intensive LIVE ONLINE program teaches proven leadership skills used at the most successful engineering firms. Don't miss this opportunity to bring out the best in your current and future leaders...and everyone around them.**

[www.acec-sk.ca](http://www.acec-sk.ca)

# WHAT DOES IT TAKE TO BE A GREAT A/E/C FIRM LEADER?

Most firms select future leaders from among their successful project managers, but being a good PM doesn't mean you'll be a successful leader.

*To become a successful firm leader, project managers must...*



## Leading a team in the A/E/C industry is different. That's why this executive education event is too.

This PSMJ Online Master Class is the live Internet-delivered distance-learning program that shows A/E/C principals how to make the shift from manager to leader. Participants gain skills and learn the tactics that the most successful leaders use to drive greater profitability, inspire peak performance, and craft a growth-focused plan for success, all from the convenience of the firm's office or a home office.

You get a total of 12 hours of intensive live and online instruction. Each 2-hour session features live interaction with A/E/C experts, a multi-media presentation and immediate answers to your questions, without the travel hassles and health risks currently making in-person gatherings problematic.

### GET HIGH-IMPACT LEADERSHIP SKILLS YOU CAN IMPLEMENT ON MONDAY.

**Built as an extension of the tactical management skills that come from our popular A/E/C Principals Bootcamp, this LIVE ONLINE master class is different from any other leadership seminar because:**

1. You learn from case studies taken from actual A/E/C firms just like yours.
2. You will collaborate with your other attendees dealing with the kinds of real-life issues A/E/C firm leaders face every day. No ivory tower theory, just practical techniques that really work.
3. You get a first-hand look at proprietary and power industry-specific leadership tools that PSMJ created with experts at Harrison Assessments.
4. You get online access to a library of templates and resources to help you implement what you've learned when you return to the office.

#### YOUR LIVE ONLINE MASTER CLASS LEADER

### Bill Hinsley



*Bill brings more than 20 years of A/E/C industry experience to PSMJ and has served as a Senior Management Analyst for two governors' commissions and as Associate Vice President for two international A/E/C consulting organizations. Bill's tenure spans the range of successfully opening a growing office at the age of 29, as an emerging leader himself, to that of leading and growing leaders as the Client Development director for an international consultancy.*

*In addition to being a trainer with PSMJ Resources, Inc., served as a senior leader in two international A/E/C companies providing consulting, design, engineering and management services in the fields of Infrastructure, Water, Environment, and Buildings.*

***"Very good, generated lots of ideas to put in place for company development."***

**James Guyton, Vice President / Design Resource Group**

# LIVE ONLINE MASTER CLASS AGENDA

Over 6 interactive LIVE ONLINE sessions, each a workable 2 hours, you learn how the most successful A/E/C leaders execute the most challenging responsibilities at the highest level:

## 1. BECOME THE LEADER YOUR FIRM NEEDS YOU TO BE

- Mapping out the right career path
- The A/E/C leader's time allocation formula: balancing leading the business, managing the work, and doing the work
- Reasonable utilization goals for your size firm
- How to execute undesirable tasks
- The leadership charisma conundrum
- How to overcome your leadership realization "Achilles Heel"

## 2. MAKE THE SHIFT TO STRATEGIC PLANNING AND THINKING

- How to Establish Your Firm's Core Purpose
- Mission vs. vision: what's the difference?
- Defining your firm's desired "culture" and implementation step to get there
- Long-term strategic planning vs. annual business planning
- Culturally aligning your firm's principals
- Establishing a firmwide definition of "growth" and setting targets

## 3. STRATEGIC BUSINESS DEVELOPMENT AND NEGOTIATION: BUILD YOUR BACKLOG AND PIPELINE

- Breaking out of the "elephant trainer model" for business development
- Why repeat business is so important – and how to get more of it
- Upselling: how to get more work the easy way
- Why cross-selling is so hard – and how to do it successfully
- "Pull-thru" marketing – the low-stress, low-cost way to find new clients
- Improving your networking skills
- "Zippering" your client relationships
- How to get critical information about potential projects
- The 6 common negotiating styles – which one are you?
- Negotiating with clients who have different negotiating styles than you
- How to negotiate concerns rather than positions
- Negotiating win-win contracts with your clients
- If you can't get to a win-win agreement...
- The 4 basic skills of all good negotiators
- Who has the advantage in a "bottom line" negotiation?
- Who has the advantage in a scope negotiation?
- 9 common negotiating snags and how to deal with them
- How to negotiate reasonable contract terms
- Negotiating when you're a sub

## 4. DEVELOPING YOUR HIGH-PERFORMANCE TEAM: PART I

- 7 differentiators that make A/E teams successful
- What is your personality style?
- How to read other personality styles
- How to use Emotional Intelligence to successfully deal with team members of different personality types
- The 3 primary leadership styles
- What is "employee engagement" and how can you engage your team?
- Which leadership style is most comfortable for you?
- How to choose which leadership style to use in different situations
- Understanding generational differences
- How to increase the degree of engagement of your team members

## 5. DEVELOPING YOUR HIGH-PERFORMANCE TEAM: PART II

- How to avoid playing "B.S. Bingo"
- What really motivates engineers and architects
- Moving your team from a culture of entitlement to a culture of "intrapreneur"
- How to apply Maslow's and Herzberg's studies to improve your leadership
- 5 steps to building a high-performance team
- The right way to give performance reviews
- How to deal with team members who aren't carrying their weight
- How law firms turn non-degreed employees into highly billable paralegals – and how to adopt these tactics for your A/E/C team
- How to recruit the best and brightest new grads
- How to find top-notch experienced employees

## 6. TURNING ARCHITECTS AND ENGINEERS INTO STRONG PROJECT MANAGERS... AND YOUR NEXT-GEN LEADERS

- How strong is your firm's project management culture?
- Using MBAQ to manage your project managers
- Getting your Millennial PMs to actually talk with their clients
- Using Assistant PMs to reduce the time you spend managing projects (so you can spend more time managing PMs)
- A simple system to develop Strong PMs
- Do Millennials really want to become leaders?
- PSMJ's simple 6-step process to identify and develop new leaders
- 7 steps to maximizing behavioral change
- Successfully dealing with stress that leaders face every day
- Your personal action plan
- How to implement strategic change in your firm

## WHO SHOULD ATTEND?

- **Principals who want to strengthen leadership skills.**
- **Emerging Principals who are "learning the ropes."**
- **Project Managers or other technical professionals on a track towards a leadership role.**
- **Senior Principals looking for tips for developing future leaders.**
- **Anyone involved in or aspiring to a firm leadership role.**



ASSOCIATION OF CONSULTING  
ENGINEERING COMPANIES | SK

# A/E/C LEADERSHIP BOOTCAMP ONLINE MASTER CLASS

## 6 LIVE ONLINE SESSIONS: MARCH 10-12, 2021

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### REGISTRATION INCLUDES:

- 6 LIVE ONLINE interactive sessions, a total of 12 hours executive education
- 2 hours of one-on-one implementation coaching via email and telephone, available for a full year after you complete the course
- Complete instructions
- Workbook
- Reference materials

### EARLY-BIRD REGISTRATION DEADLINE: February 1, 2021

- \$1,699 per person for ACEC-SK members
- \$1,899 per person for non-members

### REGISTRATION DEADLINE: February 22, 2021

- \$1,799 per person for ACEC-SK members
- \$1,999 per person for non-members

**ACEC-SK reserves the right to cancel the event due to insufficient registrations.**

### PAYMENT INSTRUCTIONS:

Send check payable to:  
**Association of Consulting Engineering Companies - Saskatchewan**  
2010 7th Avenue  
Regina, SK S4R1C2

***"Extremely relevant material delivered in a highly effective and engaging style."***

**Peter Joyce, President / Bunt & Associates**

***"Very informative. Interactive parts were fun and valuable. If it wasn't fun, we wouldn't learn anything."***

**Nancy Nozik, Architect / Branostetter Carroll**

***"Comprehensive material for anyone in a position to be a future leader."***

**Mike Gath, Senior Project Manager / EEA Consulting Engineers**

# 4

### WAYS TO REGISTER:

WEB: [www.acec-sk.ca](http://www.acec-sk.ca)

PHONE: (306) 359-3338

EMAIL: [events@acec-sk.ca](mailto:events@acec-sk.ca)

MAIL: ACEC-SK, 2010 7th Avenue, Regina, SK S4R 1C2