



A/E/C LEADERSHIP

BOOTCAMP

Unlock your leadership potential using real-world case studies and hands-on exercises alongside coaches who have been there.

April 18-19, 2019

Builders Exchange of Kentucky
Education Center
Louisville, KY

PSMJ | Resources, Inc.®

Brought to you in conjunction with:



AIA
Kentucky

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

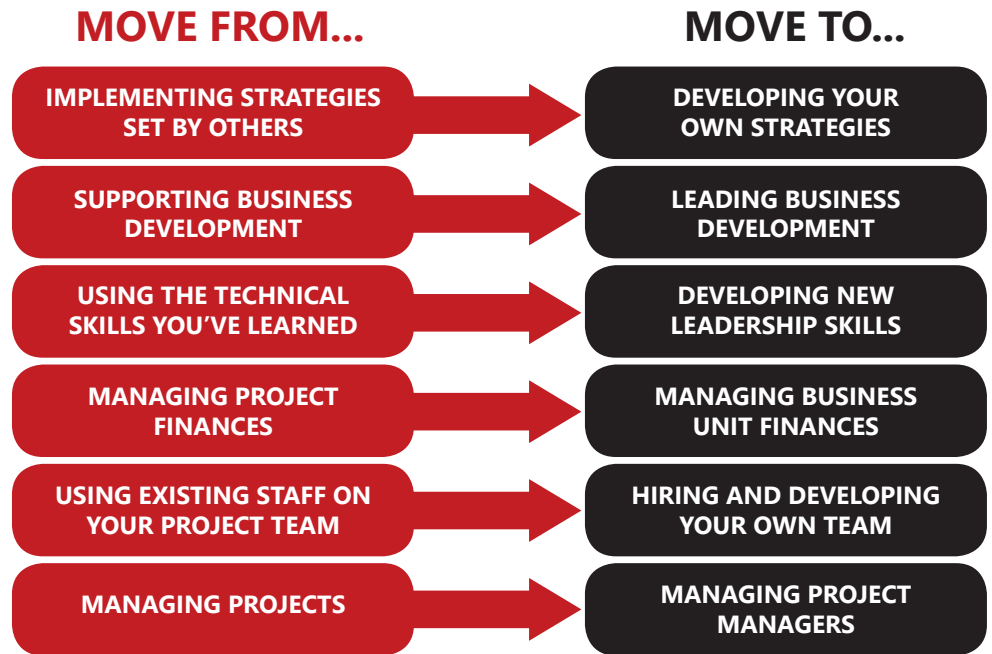
Don't miss out on this opportunity to bring out the best in your firm's current and future leaders... and everyone around them. This intensive two-day program is guaranteed to move the needle at your firm.

www.aiaky.org

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

Most firms select future leaders from amongst their successful project managers, but being a successful project manager doesn't necessarily mean you'll be a successful leader.

In order to become a successful firm leader, project managers must...



Leading a team in the A/E/C industry is different.

Architecture, engineering, and construction firm leaders wear many hats and need to constantly manage competing priorities. The best firm leaders can:

- Craft long-term growth strategies that unleash their high performers
- Cultivate "pie makers" who can win enough work to keep the firm full
- Create a culture of employee engagement that makes the firm a talent magnet
- Get everyone around them to think big and over deliver every time
- Use leadership strategies that the best-in-class A/E/C firms are using right now

Only PSMJ's A/E/C Leadership Bootcamp brings out the full potential of your firm's current and future leaders...and everyone around them.

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 Bootcamp 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 The PeopleMap Company and 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 WORKSHOP WILL BE LED BY:

Bill Hinsley



Bill brings more than 16 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

SEMINAR AGENDA

Every PSMJ seminar is tailored to participants' specific needs. In each session, our instructors work with you to address crucial issues facing each and every attendee.

1. BECOMING A STRATEGIC LEADER IN YOUR FIRM

- Why does your firm exist?
- Why do your employees go to work in the morning?
- What are your firm's core values?
- Is your firm practice-centered or business-centered?
- Are your firm's principals culturally aligned?
- What's your definition of "growth"? How much do you want to grow?
- The difference between a long-term strategic plan and an annual business plan

2. BECOMING A BUSINESS DEVELOPMENT LEADER IN YOUR FIRM

- How to become a great networker
- Getting the critical information you need about potential projects
- Making smart go/no go decisions
- Developing a winning strategy for the proposals you decide to pursue
- Negotiating win-win contracts with your clients
- Why cross-selling is so hard – and how to do it successfully
- "Zippering" relationships between your firm and your client's

3. DEVELOPING YOUR PMs INTO STRONG PROJECT MANAGERS

- Why developing project managers into strong PMs should be your highest priority
- Fostering independence instead of dependence on principals
- Designating "Assistant PMs" as a way to move from managing projects to managing project managers

4. BUILDING A HIGH PERFORMANCE TEAM

- Leadership vs. Management – what's the difference?
- How strong are your leadership and management skills?
- Do you have an Achilles Heel?
- How much time should you spend on projects, business development and other overhead activities? (includes benchmarking with other similar size firms)
- Moving from "the golden rule" (treat others as YOU would like to be treated) to the "platinum rule" (treat others as THEY would like to be treated)
- Understanding and dealing with different personality types
- How Maslow's and Herzberg's studies affect how you lead your team
- How to become a "Level 5 Leader"
- What is "employee engagement" and how can you engage your team?
- Moving your team culture of entitlement to a culture of "intrapreneur"
- Using the PSMJ Rainbow Model to develop a high performance team

5. DEVELOPING THE NEXT GENERATION OF LEADERS IN YOUR FIRM

- Why the coming retirement wave will wreak havoc among many small and midsize A/E/C firms
- 7-step process to develop the next generation of leaders
- Who are your firm's next generation of leaders? What education, training and experience do they need to become great leaders?

6. IMPLEMENTING THIS PROGRAM

- 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 their 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.**

"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

The Hours for the Class are:

Day One: 8:30 am to 5:00 pm

Day Two: 8:00 am to 3:30 pm

Continuing Education

This seminar includes 13 hours of content that may be applicable to continuing professional development requirements for professional registration in some jurisdictions. Confirmation of participation will be available from AIA Kentucky upon request.

A/E/C LEADERSHIP BOOTCAMP

April 18-19, 2019 • Louisville, KY *(photocopy form for additional registrations)*

Conference Site and Accommodations

Builders Exchange of Kentucky Education Center

2300 Meadow Drive, Louisville, KY 40218 • www.bxkentucky.com/member-benefits/training-facility/

HOTEL: Louisville Marriott East, 1903 Embassy Square Blvd, Louisville, KY 40299

Reservations: For guestroom reservations, please call the hotel's central reservations line at 1-800-228-9290 to book a room. The guestroom rate is: \$169 Single/Double with parking included. Please use reference code: **AIA KY**

Hotel reservation cut-off date: March 17, 2019

Name _____

Title _____

Firm Name _____

Address _____

City _____

State _____

ZIP Code _____

Phone _____

Fax _____

Email _____

REGISTRATION INCLUDES:

- Attendance
- Complete instructions
- Workbook
- Reference materials
- Continental breakfast
- Lunch and breaks

☐ I am a member of AIA (AIA # _____)

EARLY-BIRD REGISTRATION DEADLINE: March 4, 2019

☐ \$1,445.00 per person for AIA Kentucky members

☐ \$1,645.00 per person for non-members

REGISTRATION DEADLINE: April 12, 2019

☐ \$1,545.00 per person for AIA Kentucky members

☐ \$1745.00 per person for non-members

DISCOUNTS FOR GROUP REGISTRATIONS:

Three or more registrants from one firm – first two are regular price, and every additional registrant beyond three will receive 25% OFF registration fee.

☐ Check enclosed for \$_____ payable to **AIA Kentucky, PO Box 911128, Lexington, KY 40591-1128**

☐ Charge my: ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Credit Card # _____

Exp. Date _____ / _____

Cardholder Name _____

CVV Code _____

BILLING ADDRESS FOR CREDIT CARD:

Street _____

City _____

State _____

ZIP Code _____

Signature _____

4

WAYS TO REGISTER:

WEB: www.aiaky.org/PSMJ2019

PHONE: (859) 221-0154

EMAIL: kives@aiaky.org

MAIL: PO Box 911128, Lexington, KY, 40591-1128

Refund less \$50 processing fee if requested in writing by April 4, 2019

QUESTIONS:

Email: info@aiaky.org

FAX: (859) 223-8201