

A/E/C

PRINCIPALS

BOOTCAMP®

The ultimate two-day management course for A/E/C firm leaders—giving you proven strategies and tactics for success in virtually every facet of firm management.

JANUARY 24-25, 2019

Holiday Inn & Suites Calgary
South Conference Centre
Calgary, AB

"If every firm could assimilate the principles and insights from PSMJ's Principals Bootcamp, the A/E Industry would be revolutionized."

- **Allen Ward, P.E., President** - Ward Edwards Inc.

WHAT MAKES THIS BOOTCAMP DIFFERENT?

This is unlike any other management course. Beyond being tailored specifically to the A/E/C industry, this intensive two-day Bootcamp gives you first-hand access to:

- **Proven strategies that are working right now for design firm leaders.**
- **Unmatched networking with fellow current and aspiring A/E/C firm leaders.**
- **Tools, templates, and checklists to ensure action when you return to the office.**

Our hand-picked facilitators have been in your shoes as successful principals in well-respected A/E/C firms. They understand the obstacles and challenges you face on a daily basis, and are passionate teachers of effective tactics and strategies that work in real world scenarios.

WHY SHOULD YOU ATTEND?

This Bootcamp is designed for anyone who wants to stay on top of their game as an A/E/C Principal. Changing market conditions in a fast-moving world mean that you need the latest proven insight for success. Whether you are just starting out as a Principal or have spent decades as a firm leader, this Bootcamp has something for you.

"The best professional development course in my 27-year career."

Frank Mattia - Principal
LMDG Building Code Consultants Ltd.

"I registered wanting to learn insights to sell to Principals, I left with a blueprint to put myself in position to become a Principal."

Timothy Rochette - Systems Engineer
Deltak

"Very worthwhile seminar covering a great range of topics relevant to all A/E/C businesses."

Melinda Graham - Principal
2.ink Studio



Your Bootcamp Will Be Led by:

BILL HINSLEY

Bill Hinsley brings more than 16 years of experience in the A/E/C industry to PSMJ. Previously serving as a Senior Management Analyst for two governors' commissions and as the Associate Vice President of renowned international firms ARCADIS and Atkins, Bill has spearheaded projects ranging from \$1 million to \$11 billion. With PSMJ, Bill has trained thousands of A/E/C professionals across the globe. With extensive project management experience in the planning, engineering, procurement, and management of large civil works projects, Bill has served as Senior Project Manager, Principal PM, and Principal-in-Charge. As someone who has successfully led projects both as a PM and Principal, Bill intimately knows the challenges of both positions, giving him keen insight into the challenges and rewards of each role.

BRING YOUR COLLEAGUES

We frequently hear from attendees that bringing their peers and colleagues was a great way to apply the strategies and tactics that they learned directly to their firm...in real time!

To ensure that you get the most value out of this program, we invite you to take advantage of registration discounts available to teams of three or more attendees from the same organization.

ADDITIONAL DETAILS

Your **A/E/C Principals Bootcamp** includes two days of instruction as well as a workbook, access to the *A/E/C Principals Bootcamp Digital Toolbox*, reference materials, and continental breakfast, lunch, and coffee breaks on both days.



PRINCIPALS BOOTCAMP DIGITAL TOOLBOX ON THE PSMJ CLOUD

As a premium to your Bootcamp participation, we provide you with access to PSMJ's must-have *Principals Bootcamp Digital Toolbox*, filled with PSMJ's proprietary tools—a **\$695 value—FREE!**

BOOTCAMP CONTENT

PSMJ Resources, Inc. has built the A/E/C Principals Bootcamp through decades of real-world experience from some of the A/E/C industry's most successful firms. Here's a glimpse of what we cover in two eye-opening days:

STRATEGIC THINKING

- Define sustainable strategies for expanding into new markets
- Achieve lasting growth—even in a tough market
- Develop an action-oriented strategic plan that works

BUSINESS DEVELOPMENT

- Pre-qualify potential clients (instead of waiting for them to pre-qualify you)
- Turn your current clients and Project Managers into your best marketers
- Win a project when you are 1 of 40 firms proposing

ORGANIZATIONAL STRUCTURE

- Understand what the best organization structure is for your firm
- Learn why profit centers are becoming passé
- Gain real value from your Board of Directors

PROJECT DELIVERY

- Provide strong PMs and Principals the tools to work together
- Determine how many PMs you actually need to handle your workload
- Move from managing projects to managing Project Managers

FINANCIAL MANAGEMENT

- Gain 6 ways to raise your multiplier to 5.0 or higher
- Increase your fees—without losing clients
- Learn why obsessing about chargeability does not directly correlate with higher profits

HUMAN RESOURCE MANAGEMENT

- Learn how the top 1% of firms successfully balance workload/resources
- Move employees from a culture of entitlement to a "intrapreneurial" culture
- Learn the best kept secret for motivating key employees

LEADERSHIP DEVELOPMENT

- Identify future leaders and accelerate their development
- Improve your personal leadership skills
- Gain clarity on which types of incentive programs really work for you and your team

OWNERSHIP TRANSITION

- Understand what it really means to be an owner
- See how to determine what your firm is worth
- Learn the best ways to finance an ownership transition

PLUS
MUCH
MORE

Continuing Education

Contact CEA to confirm that the course qualifies for continuing education credit.

The Hours for the Class are:

Day One: 8:30 am to 5:00 pm
Day Two: 8:00 am to 3:30 pm

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JANUARY 24-25, 2019 • Calgary, AB
(photocopy form for additional registrations)

Holiday Inn & Suites Calgary South Conference Centre

8360 Blackfoot Trail SE / Calgary, AB T2J 7E1 • 403-475-8561 www.holidayinncalgary.com • Single/Double - \$149.99

Attendee _____

Title _____

Firm Name _____

Address _____

City _____

Province _____

Postal Code _____

Phone _____

Fax _____

Email _____

I am a member of **Consulting Engineers of Alberta**

REGISTRATION DEADLINE: JANUARY 14, 2019

\$1,799 per person for Consulting Engineers of Alberta members

\$1,999 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.

PAYMENT INFORMATION:

Check enclosed for \$ _____ payable to **Consulting Engineers of Alberta**

Charge my:  

Credit Card # _____

Exp. Date _____ / _____

Cardholder Name _____

Signature _____

REGISTRATION INCLUDES:

- Attendance
- Complete instructions
- Workbook
- Reference materials
- Breakfast, lunch, and 2 snacks provided each day

REGISTER:

<https://www.cea.ca/events/index.html/event-info/details/id/177>

Cancellations received before December 20, 2018 will receive a full refund. Cancellations received after December 20, 2018 will be subject to a \$200 administrative fee.