

“Absolutely AWESOME! Thought provoking, and inspiring!”

Phil Read - Business Unit Leader - Calibre Consulting

REGISTRATION

Name	
Position	
Firm Name	
Firm Type	Office Size
Address	
City	
State	Postcode
Phone	
Email	

14 NOVEMBER 2018
Senior Manager to Principal
Sir Stamford at Circular Quay
Prince Albert Room
93 Macquarie Street
Sydney 2000
Parking available

Program Hours:
9:00am to 5:00pm

Cancellation Policy

Cancellations made prior to the Seminar and/or no-shows are not eligible for refunds or credits, however, you may substitute attendees at anytime. For more information, contact Eral Goullet at egoullet@psmj.com.

Select Your Fee

☐ ~~\$1,400~~ Regular Registration Fee
\$1,250 EARLY-BIRD PRICING
EARLY-BIRD PRICING ENDS 27 OCTOBER 2018

☐ Additional people from the same firm:
Deduct \$100 from each of the above prices

** Registration Fee is Non-Refundable. Substitutions Allowed.*

Select Your Payment Option

☐ Cheque enclosed for \$_____ payable to
PSMJ Resources Australia

☐ Please bill me/my firm.

☐ Charge my: ☐ MasterCard ☐ VISA ☐ AMEX

Credit Card # _____

Expiration Date _____

Name _____

Signature _____

TEAM DISCOUNTS

After attending our *From Senior Manager to Principal* seminar, you are going to want to rush back to the office to implement all the new ideas you've picked up. But it can be tough changing the tide by yourself...so why not bring your fellow Principals along with you and **participate as a team!** We find that firms who register groups of people are able to return to the office and lead teams consistently and powerfully. We offer discounts for multiple attendees from the same firm attending this program.

100% MONEY BACK GUARANTEE

If you are unsatisfied with the quality of the Seminar for any reason, please send us a letter detailing the reasons you were not satisfied, and we will arrange for you to attend another educational event, or return your investment in full. If you choose to receive the refund, we will return 100% of the registration fee, and you still get to keep the special registration bonuses offered...**there is virtually no risk!**

REGISTER NOW!

MAIL: PSMJ RESOURCES AUSTRALIA
PO BOX 773 ARTARMON NSW 1570

E-MAIL: EGOULLET@PSMJ.COM

PHONE: 02 9415 3340

REGISTER TODAY

THIS PROGRAM SOLD OUT IN 2017!

PSMJ | Resources, Inc.®

From SENIOR MANAGER to PRINCIPAL

Accelerating the path to directorship for design firm senior managers

“The session was inspirational and an eye-opener. Life changing!”

Michael McLean - Branch Manager - JLG Architects

14 November 2018

Senior Manager to Principal
Sir Stamford at Circular Quay
Prince Albert Room
93 Macquarie Street
Sydney 2000

www.psmj.com

Connect with PSMJ: [f](https://www.facebook.com/PSMJResources) [e](https://www.linkedin.com/company/PSMJResources) [t](https://twitter.com/PSMJResources)
@PSMJ_Resources

ONLY ACTION DRIVES SUCCESS

This unique program covers the most critical elements that drive design firm growth, profit and performance. You get first-hand access to industry-specific strategies and tactics that are working right now along with all-new tools and techniques to make you a more effective and efficient Principal.

***From Senior Manager to Principal* is for anyone who wants to stay on top of their game as a current or aspiring design firm Principal. Changing market conditions in a fast-moving world mean that you need the latest proven insight for success. This is your opportunity to learn:**

- Sustainable strategies for expanding into new markets
- Why low fees don't need to mean low profit
- The best ways to inspire and motivate the future leaders in your firm
- How the top-performing firms balance their workloads
- How a simple one-page career development plan can increase productivity
- **AND MUCH MORE**

MASTER THESE SKILLS

We cover the traits and responsibilities of a well-rounded design firm leader, and address all your burning issues, including:

LEADERSHIP DEVELOPMENT

- How to identify your future leaders and accelerate their development
- Millennials follow Boomers – how are they so different to manage
- What kinds of incentive programs really work

STRATEGY

- What's your firm's culture and why is it important to your success?
- Niche or Commodity? What is your Value Proposition?
- How you can expand into new markets
- Why 90% of design firms' mission statements are a waste of time
- What is the Strategic Sweet Spot?
- How to develop an action-oriented strategic plan that works

BUSINESS DEVELOPMENT

- What are the Principal's BD responsibilities?
- Target markets that offer high profitability as well as high revenues
- How to cross-sell and up-sell to your best clients
- How to win a project when you are 1 of 40 firms proposing
- How to find quality clients
- How to turn your PMs into effective salespeople

ORGANISATION STRUCTURE

- What is a "market-based organisation"?
- Board of Directors or Executive Council – what suits best?
- How to get your offices to work as a single company
- Why profit centres are becoming passé

FINANCIAL MANAGEMENT

- 6 ways to raise your multiplier to 5.0 or higher
- Defining growth vs. profitability
- How to increase your fees—and get away with it
- Why obsessing about chargeability won't lead you to higher profits
- 10 ways to speed A/R collections
- Liability and risks by market segment

OWNERSHIP TRANSITION

- Why do many ownership transitions fail? Why do others succeed?
- 3 keys to successful first-generation ownership transitions
- What is your firm really worth? Developing a 10-year plan
- What are the best ways to finance your ownership transition?

WHAT DOES "FINDING A WAY THROUGH THE CHANGING TIMES" MEAN TO YOU?

Maintaining a strong backlog... sustaining firm profitability... keeping firm finances in check...holding on to top design talent? Chances are, it means all of these and then some. Of course, knowing what you need to do is the easy part. Doing it is what separates the "real deal" firm leader from the "wannabe".

Whether it's the challenges brought on by a sputtering economy or one of the many other situations and decisions a firm leader must master to keep their firm on the right track.

"Real deal" design firm leaders aren't born that way. They develop through experience and guidance—the kind of guidance PSMJ specialises in providing at our ***From Senior Manager to Principal*** seminar.

THE BOTTOM-LINE REASON TO ATTEND THIS SEMINAR...

"Real deal" design firm leaders aren't robots that rely on a "leadership manual" to dictate their approach to problems and challenges, yet they are very knowledgeable and consistent in executing the best practices that have emerged over time. The difference comes in their ability to approach a problem or challenge with an open and creative mind paired with a fully-stocked toolbox of innovative strategies and proven tactics at their disposal. Count on our ***From Senior Manager to Principal*** seminar to equip you with the best knowledge and tools for the job.

Participants learn from the facilitator as well as networking with Senior Leaders, Principals, and aspiring Associates from other firms. Your facilitator understands the obstacles and challenges you face on a daily basis, and is a passionate teacher of the tactics and strategies that work. Attending ***From Senior Manager to Principal*** seminar is your opportunity to benefit from others' successes and failures and fuel your growth as a "real deal" design firm leader.

WHO SHOULD ATTEND

***From Senior Manager to Principal* is for anyone who wants to be a successful design firm leader and is motivated to help their firm succeed in this new economy. There are key steps and processes that all design firm leaders should know to effectively run your firm and make your clients happy. This seminar gives you the skills to step up to Director or Principal with an understanding of what it takes to lift your firm's performance.**

YOUR FACILITATOR

FRANK A. STASIEWSKI, FAIA,



Frank is the President and Founder of PSMJ Resources and a counselor and advisor to CEOs of many of the top design and construction firms in the United States, Canada, New Zealand, the United Kingdom, Switzerland, and

Australia. He actively serves on the board of directors of major architectural and engineering firms throughout the world including one publicly traded 4,000-person engineering firm. Frank has been consulting to Australian firms for more than 20 years, visits regularly and knows the Australian market well.

As an advisor to A/E/C firms worldwide, Frank helps his clients by challenging them to excel, and by assisting them to solve their problems and management issues. He sees his role as one of helping clients and client teams to generate alternative action options; to explore the pro's, con's, risks, and costs of those options; to provide recommendations.

ONE INFORMATION PACKED DAY PLUS THESE VALUABLE BENEFITS:

Regarded by many as the most valuable component of this program, PSMJ facilitators will answer your design firm leadership questions for up to one year after the seminar. If you run into any problems at your firm or new challenges arise, simply call your PSMJ seminar leader and they will help see your troubles through.

As part of your ticket to our ***From Senior Manager to Principal*** seminar, you'll get PSMJ's exclusive Principal's Workbook, a comprehensive, 300-page workbook to use as a template for your new plan, and as a benchmark tool for your firm's future success! You'll also get the Principal's Digital Toolbox, which contains hundreds of tools to help you rapidly implement your new ideas after the Seminar.