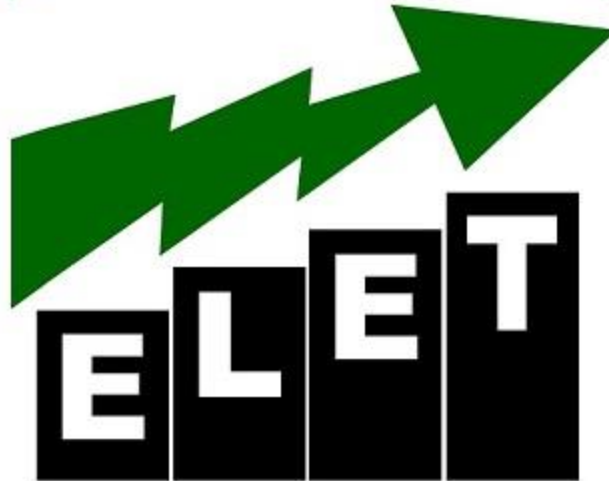


EMERGING LEADERS EXECUTIVE TRAINING



## Emerging Leaders Executive Training

ACEC of Kansas is excited to announce Session III of the Emerging Leaders Executive Training (ELET)! The program is for graduates of the ACEC of Kansas Emerging Leaders Program (ELP) who are committed to expanding their knowledge and developing their leadership abilities to create opportunities both in their career and company. There are two dynamic workshops included in the 2018 Sessions: Business Development & Marketing and Presentations; What it Takes to Win Work. Both modules are included in the cost of registration. As with all ACEC activity, the focus of this program is entirely business. This training will help improve your performance and business acumen. There are few training options to be found anywhere with such a focused business approach, and most of those would normally require heading to Chicago, Atlanta, etc., and attending your training with people you will likely never see again. ELET and the blue chip speakers that will be presenting will allow you the very best business growth opportunities right here in Kansas, tremendous networking opportunities among your peers, and will cost significantly less in travel and time. Firms are welcome and encouraged to send multiple attendees. Unlike ELP, where we limit it to one person per firm/per year, this training is a one-time-only program. This ELET program and all succeeding programs will be entirely different. This will be the only opportunity for each ELP grad to receive this specific training, so we hope firms will strongly consider having multiple ELP graduates attend. Attendees must be a graduate of the ACEC of Kansas ELP program to participate, but are not required to still be employed with an ACEC of Kansas member firm.

**REGISTER NOW!**

**Workshop #1**  
**Business Development & Marketing: What it Takes to Win Work**  
**Thursday, May 31, 2018 (1:00 p.m. - 5:00 p.m.)**  
**Friday, June 1, 2018 (9:00 a.m. - 12:30 p.m.)**  
**Holiday Inn Express**  
**7580 West 135<sup>th</sup> Street, Overland Park, KS 66223**

**Day 1**

**1. START WITH WHY**

- Review Market Process Questionnaire results
- Get group input about expectations
- Refer to Ford Harding Intro, Rainmaking (*read on their own*)

**2. CURRENT INDUSTRY PRACTICES**

- Definitions of Marketing and BD
- Group discussion about insights from *AEC BD: The Decade Ahead*
- Ask for volunteers to provide insights: what did they agree with, what not
- Use takeaways from Sellers and Buyers Handout for discussion

**3. BUYER BEHAVIOR – WHAT CLIENTS WANT**

- Neuroscience and Client Understanding
- Want is driven by Likeability, Trust, Respect
- Built through the 5 Cs

**APPLY IT**

- Small group exercise at table & group discussion

**4. START WITH STRATEGY**

- Good to Great, Hedgehog Principle
- Strategy – Mission and Vision
- Competitive Advantage
- Differentiation
- Go/No Go
- BD Activities – Behavior Based
- BD Planning – 3 Month Plan
- 

**APPLY IT**

- How you juggle billable work?
- What doesn't work?
- Refer to How to Build Relationships, David Koren article

**5. SALES CALL EXERCISE**

- Distribute exercise and explain process
- Break into groups

## **6. EFFECTIVE CLIENT MEETINGS**

- Planning, execution, questions
- Open-ended, information gathering
- Follow up
- Review types of questions
- Refer to ice breakers

### **PLAN CLIENT SALES CALL MEETING**

**Monday Night Dinner as a Group:      Location TBD 5:45 pm**

### **Day 2**

### **SALES CALL EXERCISE WITH GUEST CLIENTS**

#### **7. MARKETING TOOLBOX**

- Internet Research
- Associations
- Networking
- Thought Leadership: Presentations and Publishing
- Social Media
- Websites

#### **8. WINNING PROPOSALS**

- Best practices content
- Access to decision makers
- Knowledge of project and context
- Effective Go/No Go
- Right people involved from the start

#### **BEST PRACTICES PROPOSALS**

- Clear strategy before writing
- Differentiation
- Responsiveness
- Cover Letters
- Win each component part

#### **9. PERSUASIVE WRITING**

- Features, Advantages, Benefits, Differentiators
- Insights from a Journalist (*Inductive vs. Deductive*)
- Exercise – Rewrite intro to professional resume
- Proposal Factoids
- Proposal Observations (*general review of submitted proposals*)

#### **10. ASK THE MARKETING PROFESSIONALS**

#### **11. HOMEWORK ASSIGNMENT**

- Prepare the interview for the case study

**Workshop #2**  
**Presentations: What it Takes to Win Work**  
**Thursday, June 28, 2018 (1:00 p.m. - 5:00 p.m.)**  
**Friday, June 29, 2018 (9:00 a.m. - 12:30 p.m.)**  
**DoubleTree by Hilton Lawrence**  
**200 McDonald Drive, Lawrence, KS 66044**

**Day 1**

**1. START WITH WHY**

- The importance of presentation skills
- Understanding your audience
- Presentation best practices

**APPLY IT**

- Small group exercise at table & group discussion

**2. DELIVERY**

- Verbal impact
- Non-verbal skills best practices with hands-on lessons
- Individual training with participants

**3. CLOSING THE PRESENTATION WITH MEANING**

- Art of Answering a Question
- How to create a “big close” and how to keep the momentum through the Q&A portion of the interview

**4. INTERVIEW PRACTICE**

- Teams will do a mock presentation. We provide direct feedback and give pointers on how to improve

**Day 2**

**5. PRESENTATIONS BY EACH GROUP**

- Guest Clients from Workshop #1 to attend
- 30-minute presentation for 5 groups (*2.5 hours + break + setups*)
- Selection of winning team
- Feedback from guest clients, facilitators, group

**6. WHAT THEY DON'T TEACH YOU IN ENGINEERING SCHOOL – MANNERS THAT MATTER**

**7. ASK THE MARKETING PROFESSIONALS**



**ACEC of KANSAS  
REGISTRATION FORM  
SESSION IV: EMERGING LEADERS EXECUTIVE TRAINING**

**Registration Deadline: May 10, 2018**

- **Cost:** \$825 per person for attendees. Tuition includes all meeting materials, PDHs, and meals. Tuition does not include lodging or travel expenses.
- Return the completed registration form via fax, email or regular mail as soon as possible to reserve a spot. If paying for the program by check, that check should be sent with a printed copy of the participant's registration form.
- **Payments/Cancellations/Refunds:** Full payment must be received by May 10, 2018 or registration will be cancelled. No refunds will be issued after May 15, 2018.
- **For Check payments:** Please make checks payable to ACEC Kansas and mail it with this form to ACEC Kansas, 825 S Kansas Avenue, Suite 500, Topeka, 66612.

**ACEC of Kansas**  
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Topeka, KS 66612  
Phone: 785-357-1824  
Fax: 785-233-2206

Name: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

MasterCard/Visa #(circle one): \_\_\_\_\_

Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_