

A/E/C PRINCIPALS BOOTCAMP PROGRAM TOPICS AGENDA

Strategy

What's the difference between niche services and commodity services?
What is the best strategy for your niche and commodity services?
The 7 hurdles you must overcome to achieve sustainable growth.
Why rapid growth can put a huge cash demand onto your firm.
Pros and cons of expanding into new markets.
How to prioritize, plan and monitor strategic expansions.
How the most successful A/E firms do strategic planning.
Developing an action-oriented strategic plan that doesn't just gather dust.

Business Development

How to get up-to-date market research on 55 different A/E/C markets...for free.
Which markets offer high profitability? Which markets tend to have low profitability?
How to get written, independent feedback from 100 of your most important clients for under \$2,000.
How to pre-qualify potential clients and cull out the bad ones.
Why submitting fewer proposals may result in getting more work.
Using PSMJ's free go-no go app to increase your odds of winning.
How to turn your current clients into marketers who will help you get new clients.
Cross-selling and up-selling to your best clients.
Turning your PMs into effective salespeople.

Organizational Structure

What is a "market-based organization" and why is it important to your firm?
What is the best organizational structure for your firm?
How to get your offices to work together as a single company.
Why profit centers are becoming passé.
How to get real value from your Board of Directors.

Managing Project Managers

A simple, graphical way to measure your project managers' effectiveness.
10 proven ways to improve financial performance and client satisfaction.
How many PMs do you need to handle your workload?
The 10 questions principals must ask their project managers every month
Using Earned Value Analysis as an early warning system to find out when your PMs' projects are starting to get into trouble.
Using formal project reviews to oversee your PMs' most important projects.
Moving your firm up the "project management maturity level."

Financial Management

Why the A/E industry is the least profitable professional services industry in America.
Why obsessing about chargeability won't necessarily lead you to higher profits.
The 2 factors that combine to drive your firm's profitability.
How some A/E firms consistently achieve a Direct Labor Multiplier of over 4.0.
How does your firm's financial performance compare with similar firms? How does it compare to the top performing firms?
What is "value pricing" and how can it help your firm become more profitable?
What is the optimum price for each of your major markets?
What is Net Revenue Deficit and why is it so important to achieving high profitability?

Managing Your Team Effectively

Why 99% of firms can't balance workload/resources—and how the top 1% do it.
Why employee turnover is increasing – and how you can buck this trend.
How to properly compensate your professional staff.
How management positions should be compensated.
Establishing a bonus program that works for your firm, not against it.
Why it's so hard to find mid-level and senior-level professionals – and what to do about it.
Recruiting the best and brightest new grads.
Recruiting Millennials that will fit into your firm's culture.
Today's most successful ways of recruiting experienced staff (hint: newspaper ads don't work anymore!).
How to make sure candidates will accept your job offers (instead of those from your competitors).

Leadership Development

Identifying future leaders and accelerating their development
Improving your personal leadership skills
What kinds of incentive programs really work

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?
A proven 6-step ownership transition process that works for both buyers and sellers.
How to convince younger employees to buy stock in your firm.
What are the best ways to finance your ownership transition?