



Principals

BOOTCAMP

March 25-26, 2014

Crowne Plaza Toronto Airport
Toronto, ON

***Innovative Strategies for Your Firm
That You Can Implement Immediately!***

Our ***A/E/C Principals Bootcamp*** demonstrates how the most successful firm leaders are adapting to today's fast-past economic changes. Our instructors will directly address your needs and questions and offer advice from their years of practical design firm experience. You'll walk away with innovative ideas and dynamic new approaches to these challenging times that your entire firm can put into action right away.

PSMJ | Resources, Inc. ®



Brought to you in conjunction with:
ASSOCIATION OF CONSULTING
ENGINEERING COMPANIES | CANADA
ASSOCIATION DES FIRMES
D'INGÉNIEURS-CONSEILS | CANADA



Consulting
Engineers of
Ontario

Sponsored by:

Deltek Know more.
Do more.™

"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.



Develop Your Next Generation of Principals Now!

Participants will spend two intense days learning from PSMJ's seminar leader and networking with other senior executives, Principals and aspiring associates from other firms. PSMJ's seminar leaders 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 the real world. Attending **PSMJ's A/E/C Principals Bootcamp** is your opportunity to benefit from their successes and failures and fuel your growth as a design firm leader.

Why PSMJ Resources, Inc.?

PSMJ instructors are hand-picked for their demonstrated success in the A/E/C industry, so you can count on reliable, "real-world" instruction from experienced pros. With more than 30 years of practical design firm experience, our instructors are totally dedicated to sharing with you everything they know to make your job easier and your firm more successful.

Who Should Attend?

This bootcamp is for anyone who wants to be a successful design firm leader and is motivated to help their firm succeed in this tough new economy. There are key steps and processes that all design firm leaders should know to effectively run their firms and keep clients happy. This Bootcamp arms you with the necessary confidence, methods, forms, and knowledge to do this.

Innovate Now!

At PSMJ's A/E/C Principals Bootcamp you learn new strategies outside of conventional approaches to boost your firm's performance. This two-day seminar packs an interactive agenda tackling business fundamentals crucial to leading and growing your practice.

We'll Personally Work With You to Help You Implement Your New Ideas

Your PSMJ facilitator will be happy to answer any leadership questions that may arise for up to one year after the bootcamp. Simply call or email your seminar leader and they will offer you their professional advice.



Your Bootcamp Will Be Led by:



J. Tim Griffin: Tim has a BS degree in Mechanical Engineering, an MBA and over 20 years experience in leadership positions for small and midsize A/E/C firms. Tim is currently Division Manager with a national MEP firm. He worked in business development, and has developed and led leadership-training programs. He also has cultivated new business units and helped firms expand into international markets. Tim is the author of a best-selling new book, *Winning With Millennials*.

The Hours for the Class are:

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

What you can
expect to learn...

SEMINAR AGENDA

"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 - Deltek

Continuing Education

This seminar includes 12 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 ACEC upon request.

Strategy

- What's your firm's culture and why is it important to your success?
- What is the best strategy for your niche services or commodity services?
- Expanding into new markets.
- Why 90% of design firms' mission statements are a waste of time.
- How your firm can achieve sustainable growth—even in a tough market.
- Developing an action-oriented strategic plan that doesn't just gather dust.

Business Development

- Get up-to-date market research on 55 different A/E/C markets...for free.
- Target markets that offer high profitability as well as high revenues.
- Get independent, confidential feedback from 40 of your most important clients.
- Pre-qualify potential clients (*instead of waiting for them to pre-qualify you*).
- Turn your current clients into marketers who will help you get new clients.
- Cross-sell and up-sell to your best clients.
- Win a project when you are 1 of 40 firms proposing.
- Turn marketing into an enjoyable activity.
- Turn 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 as a single company.
- Why profit centers are becoming passé.
- How to get real value from your Board of Directors.

Project Delivery

- Strong PMs and Principals should work together.
- How many PMs do you need to handle your workload?
- Measure the effectiveness of your PMs.
- Move from managing projects to managing project managers.

Financial Management

- 6 ways to raise your multiplier to 5.0 or higher.
- How does your firm's financial performance compare with similar firms?
- What is "value pricing" and how can it help your firm become more profitable?
- Increasing your fees—and getting away with it.
- Why obsessing about chargeability won't necessarily lead you to higher profits.
- The one metric you must track if you want to focus on high profitability.
- 10 ways to speed up A/R collections.

Human Resource Management

- Why 99% of firms can't balance workload/resources—and how the top 1% do it.
- Moving your employees from a culture of entitlement to an "intrapreneurial" culture.
- Winning the war for talent by recruiting the best and brightest.
- Retaining and developing your people to their full potential.
- The best kept secret for motivating key employees.
- Dealing with mediocre (or worse) performers—without damaging morale.

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?
- What are the best ways to finance your ownership transition?

Principals Bootcamp

March 25-26, 2014 • Toronto, Ontario *(photocopy form for additional registrations)*

Conference Site and Accommodations

Crowne Plaza Toronto Airport

33 Carlson Court, Toronto, Ontario, M9W 6H5
Tel: (416) 675-1234 • Fax: (416) 675-2869 • Toll-Free 1-800-227-6963
<http://crowneplazatorontoairport.ca>
Hotel room rate: \$119 single/double
Hotel reservation cut-off date: March 4, 2014

Name _____

Title _____

Firm Name _____

Address _____

City _____

Province _____ **Postal Code** _____

Phone _____ **Fax** _____

Email _____

License Plate Number _____

REGISTRATION INCLUDES:

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

I am a member of **Association of Consulting Engineering Companies**

REGISTRATION DEADLINE: MARCH 18, 2014

- \$1,808.00 (HST included) per person for ACEC members
- \$1,977.50 (HST included) per person for non-members

DISCOUNTS FOR GROUP REGISTRATIONS:

- *Three registrants from one firm – first two are regular price, third person is half price
- *Four registrants from one firm – first three are regular price, fourth person is free
- *Five or more from one firm – first three are regular price, fourth person is free, every additional registrant beyond four is 25% off



5 WAYS TO REGISTER:

- M** 130 Albert Street, Suite 420
Ottawa, ON K1P 5G4
- T** (613) 236-0569
- F** (613) 236-6193
- E** info@acec.ca
- W** www.acec.ca

- Check enclosed for \$_____ payable to **Association of Consulting Engineering Companies**
- Charge my:  

Credit Card # _____ **Exp. Date** _____ / _____

Cardholder Name _____

Signature _____

If you do not receive an email confirmation before March 18, 2014, please contact Julie Jacquard at (613) 236-0569.

Cancellations received before March 18, 2014 will receive a full refund. Cancellations received after March 18, 2014 will be subject to a \$200 cancellation fee.