



CLASS OF 2022

LEADERSHIP INSTITUTE

ACEC
Wisconsin

LEARN MORE & APPLY

WWW.ACECWI.ORG

Applications due July 12, 2021



LEADERSHIP INSTITUTE



TRANSFORMATIVE SESSIONS:

1. A/E Firm Leadership:
Know Thyself Then Others
2. Business Development
and Marketing:
What it Takes to Win Work
3. Running the Business
4. Risk Management for
Future Firm Leaders
5. Government Affairs 101
6. Work/Life Balance for
Effective Leaders



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APPLICATIONS DUE JULY 12, 2021

Visit www.acecwi.org to download the program brochure, session descriptions and application.



Leadership Institute is a leadership and career development series created for Wisconsin design professionals. This experience is designed to launch individuals on a development track for successful project management and principal positions.

Leadership Institute Format

ACEC WI Leadership Institute is a series of six interactive sessions. Each session focuses on leadership and career development offering an immersive, in-person experience. The program offers diverse training on the leadership and business skills necessary to succeed in the design profession.

Pre-session preparation and post-session follow-up is required. A personal action plan is a common thread throughout the program and each session includes a progress check. To encourage preparation and personal growth, an accountability system is used.

Relationship building is a primary benefit. Strong, lasting bonds are formed and new ideas develop out of this networking time. Participating in this shared experience creates a network of industry contacts. Each session includes an overnight component to encourage networking outside of class. Program participants are highly encouraged to stay overnight at the site location.

Program presenters include a mix of professional speakers and firm principals. The class advisor guides the group on their leadership journey, helping to tie together all the pieces of the leadership puzzle and provide practical insights based on experience.

Applicants must be comfortable with in-person attendance. ACEC WI will follow the current CDC and local event guidelines which may include mask-wearing and physical distancing.



Our advisor for the Class of 2022 is Gilbert A. Hantzsch, PE, FACEC. Gil is the President & CEO of MSA Professional Services and a graduate of ACEC National's Senior Executives Institute.

Who Should Participate?

The ideal candidate is a top performer and dedicated employee and has the potential to manage a project, team, group, office or even the entire company. The program is designed for individuals with six to 12 years of industry experience; however, individuals with additional experience will benefit from industry-specific business and leadership training. The program is open to all individuals in the design profession - engineers, architects, planners, historians, surveyors, and business development, human resources, and marketing professionals.

An Investment in the Future

Participation in this exclusive program is a great professional development opportunity. Make an investment in your firm's future by enrolling your staff in Leadership Institute.

Tuition includes all program costs except for assigned pre-session books, lodging and travel expenses.

ACEC WI Member Tuition: \$3,900 per attendee
Non-member Tuition: \$7,800 per attendee



Session 1

A/E Firm Leadership: Know Thyself Then Others

September 21-22, 2021
Wausau

How to Enroll – Application Deadline July 12

An application form is required to enroll; it is also an individual and firm commitment to the program. The application provides an opportunity to self-assess and serves as a measurement tool when reflecting on program experiences.

Visit www.acecwi.org to download the writable application form.

Each applicant must have a principal sponsor within the firm. This serves as a commitment to provide the applicant support to attend and fully engage in each session. The sponsor will review goals and expectations with the applicant prior to the program and near the program's conclusion. A "check-in" conversation following each session is highly encouraged.

Leadership Institute's class size is limited. A panel will review applications based on information provided in the application form. ACEC WI members will be given preference if applications exceed the maximum class size. Applicants are limited to two from any one firm.

All application materials must be received at ACEC WI no later than July 12, 2021.

ACEC WI will notify candidates of program acceptance by August 6.

Leading requires voluntary followers. Command and control doesn't work in today's world where technical professionals have so many options. Great leaders are acutely aware of how to leverage their own strengths and compensate for their weaknesses.

This session, led by industry consultant John Geddie, will help leaders become more self-aware and apply leadership techniques to motivate and engage others.

Results of a personal DiSC® assessment are shared to help you better understand yourself and your interactions with others.

In addition, a panel of successful firm leaders will share their perspectives and insights on the profession and leadership.

Outcomes:

- Understand how core values affect leadership.
- Gain insight into the leader's behavioral style and discover how to adapt to others.
- Identify traits and behaviors of other leaders in order to emulate them.
- Differentiate between management responsibilities and those of leaders.
- Understand how cultural differences affect leadership abilities.
- Discover methods of creating an environment for motivating others.
- Use the power of coaching to enhance performance of others.
- Recognize and apply the power of shared vision.

Session 2

Business Development & Marketing: What it Takes to Win

October 21-22, 2021
Delafield



Winning work feeds your company's engine. This session includes interactive discussions and hands-on activities that help attendees understand industry best practices that are adaptable and scalable to any firm size or structure. From client analysis to persuasive communication techniques, and from planning a sales call exercise to learning about what it takes to win, attendees will have tools and resources that help grow their firms' backlog and contribute to their personal business development confidence.

Veteran A/E marketing expert Barbara Shuck, FSMPS, CPSM, shares her energy, passion and 30+ years of experience to teach, challenge, motivate and inspire technical staff to become comfortable and confident in the selling side of engineering.

A hands-on, practical sales call exercise gives attendees the opportunity to plan and conduct a business development meeting with a client, and attendees will benefit from feedback from the client, instructor and peers.

Outcomes:

- Business development skills and best practices to identify stumbling blocks and create a picture of success.
- Insight about the power of persuasion and buyer behaviors, and ways to convey competitive advantage.
- Tips for developing profitable, strategically aligned business for your firm.
- Proven conversation starters and exercises to build sales call productivity.
- Proven ideas about how to improve proposals and presentations, and examples of marketing tools that effectively build awareness and help firms win more work.

Session 3

Running the Business

December 8-9, 2021
Elkhart Lake

Firms are functioning in an extremely competitive environment with the increased challenge of ever tightening client budgets. Leaders need to understand the fundamentals of running a successful business.

Wayne Owens, Managing Director at Stambaugh Ness, will lead this session focuses on the importance of financial score keeping, reading statements and reports, key indicators and what impacts future growth.

Bring your calculator! This session includes real world examples and analyzing actual data from successful and not so successful firms.

You'll also be treated to a five-course dinner with the goal of mastering proper etiquette for any business or social event.

Outcomes:

- The ability to interpret and understand financial reports.
- An understanding of key financial indicators and the impact on firms.
- A knowledge of how value is created within a firm and ways to benchmark this value.
- An etiquette education that puts you at ease in business and social functions.

Session 4

Risk Management for Future Firm Leaders

January 26-27, 2022
Delafield

The success of an engineering firm is dependent on managing risk. This program provides the information leaders need to know and understand about risk management. Learn to think beyond the technical work and more like a businessperson. Issues that surround professional liability insurance will be explored, providing an understanding of the sources of risk and risk drivers. The session also features an informative and eye-opening segment on risk from an attorney's perspective.

In addition, the session includes ethics and professional conduct training designed to understand the current state of business and engineering ethics.

As firms providing professional consulting services, people are going to drive the success (or failure) of any enterprise. What we sell are our people's expertise and relationships, so taking care of employees is critical. The session includes a module on what leaders need to know about Human Resources and an introduction to diversity, inclusion, equity and belonging.

Outcomes:

- An understanding of the sources of risk and how to lower your exposure to risk.
- How to analyze contract deal makers and breakers.
- An understanding of insurance and the types required for a successful firm.
- How to spot disputes before they become claims and the importance of documentation
- An understanding of risk from an attorney's perspective.
- Understand the ethical cannons and models for ethical behavior.
- Insight into what leaders need to know about HR and the importance of leaders being coaches and mentors.



Session 5

Government Affairs 101

February 22-23, 2022
Madison

Understanding the impact of the legislative process on the industry is critical and often misunderstood. Civics classes do not cover how the process is intertwined into the business world and more specifically the Wisconsin design industry. This session focuses on why it is important for design professionals to build relationships with legislators and participate in the legislative process.

The Class of 2022 will join participants of ACEC WI's annual Legislative Day. This is a great opportunity to learn the issues affecting Wisconsin design professionals and ACEC WI's role in the process. Participants will meet with state legislators to advocate for ACEC WI priority issues.

Outcomes:

- An understanding of the impact of politics on our industry and ACEC WI's role.
- Experience visiting elected officials and presenting industry issues.
- A level of comfort being a player in grassroots politics and the importance of participating in the ACEC WI Conduit, WisPAC and ACEC National PAC.
- An understanding of ACEC WI and its committee structure.



Session 6

Work/Life Balance for an Effective Leader

April 5-6, 2022
Elkhart Lake

Work/life balance is critical for everyone, especially leaders. Unfortunately, it is an issue that is often ignored, until it becomes a problem. To avoid burnout in this fast-paced world, it is important to effectively balance and manage work and personal life to be happy, healthy and productive.

A favorite of previous classes, presenter Jason Kotecki will share no-fluff, real-world strategies to deal with “adultitis,” a dreaded condition that leaves victims jaded and overwhelmed with super high stress levels. By masterfully combining hilarious anecdotes, uplifting stories and powerful imagery, this program will help you discover that balance is attainable.

Dr. Brian Udermann’s wellness segment addresses how physical activity, nutrition, sleep and stress control play into our ability to be productive at work and home.

An interactive delegation workshop by Diane Hamilton provides real-world practice in strategies that help you develop others, and increase morale, reduce your own stress level and work toward creating more work/life balance.

Outcomes:

- Tools to work smarter and prioritize better.
- Identify ways to reduce stress and replace it with energy and productivity.
- Personal strategies to make positive life changes.
- Delegation skills to effectively to maximize productivity for yourself and your team.
- Practical stress management, health and nutrition tips to help your mind and body work for you, not against you.

Class of 2022 Graduation

ACEC WI Awards Banquet

April 22, 2022
Kohler