

ACEC
Wisconsin

CLASS OF 2024

LEADERSHIP INSTITUTE

APPLICATION DEADLINE: JUNE 30, 2023

Download the application at www.acecwi.org





ABOUT LEADERSHIP INSTITUTE

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. It is a series of six interactive sessions each focusing on leadership and career development, while offering an immersive, in-person experience.

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.

Leadership Institute features six 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 an Effective Leader

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



Class Advisor

The group is guided by a class advisor. The advisor offers practical guidance and real-world scenarios, adding immense value to the experience. The advisor encourages, challenges, and mentors the group. Stephanie Christensen, PE, is our Class of 2024 Advisor. Stephanie is a Vice President & Project Manager at EMCS Inc. 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 the Leadership Institute.

Approximately 40 PDH credit hours are earned through complete program participation.

ACEC Wisconsin Member Tuition: \$4,500 per attendee

Non-member Tuition: \$9,000 per attendee

Tuition includes all professional speaker fees, supplies, on-site food and beverages, Awards Banquet registration for the applicant, and recognition plaque. The sponsoring firm is responsible for the cost of assigned pre-session books, lodging, and travel expenses.

APPLICATION DEADLINE: JUNE 30, 2023 Download the application at acecwi.org

An application form is required to enroll; it is also an individual and firm commitment to the program. 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 reviews 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.

The Leadership Institute's class size is limited. A panel will review applications based on information provided in the application form and utilizing the evaluation criteria outlined on the official Leadership Institute Class of 2024 Application Form.



September 21-22, 2023
GREEN BAY

Leading requires voluntary followers. Command and control don'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.

Learning 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 the performance of others.
- Recognize and apply the power of shared vision.





October 24-25, 2023
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.



Learning 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.



3

RUNNING THE BUSINESS

December 12-13, 2023
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.

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.

Learning 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.





January 16-17, 2024
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.

An introduction to Enterprise Risk Management exposes the Class of 2023 to the risk management process and how it can be leveraged to holistically benefit the business.

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.

This session also includes ethics and professional conduct training designed to understand the current state of business and engineering ethics. Case studies provide actual examples of ethics in engineering. This module fulfills the biennial ethics PDH credit requirements.

As firms providing professional consulting services, people are going to drive the success (or failure) of any enterprise. We sell people's expertise and relationships; taking care of employees is critical. The HR Legal Basics for Managers module is a quick hitting module full of important information.

Learning Outcomes

- Understand the risk management process and how it can be leveraged to benefit the business holistically.
- 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 human resources and employment law.
- How to effectively address workplace issues.



5 GOVERNMENT AFFAIRS 101 & LEGISLATIVE DAY

**February 20-21, 2024
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 2024 will join participants of ACEC WI's annual Legislative Day. This is a great opportunity to learn about 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.

Learning 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, PAC and ACEC National PAC.
- An understanding of ACEC WI and its committee structure.



6

WORK/LIFE BALANCE FOR AN EFFECTIVE LEADER

April 10-11, 2024
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, Jason Kotecki will share strategies to deal with “adulthood.” By masterfully combining hilarious anecdotes, uplifting stories and powerful imagery, this program will help you discover that harmony 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.

Recent studies indicate a substantial rate of mental health and substance abuse among professionals in the engineering field. A mental health and wellness workshop provides skills and knowledge on how to initiate and guide challenging conversations.

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.

Learning 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 maximize productivity.
- Practical stress management, health, and nutrition tips to help your mind and body work for you, not against you.
- Address mental health and wellness with respect and compassion while creating a safe, comfortable, and inclusive work environment.





GRADUATION AWARDS BANQUET

April 26, 2024
KOHLER



Celebrate your achievements with the Class of 2024, your guests, and firm leaders at the annual Awards Banquet. This event also recognizes ACEC Wisconsin's outstanding volunteers and award-winning projects.

APPLY

APPLICATION DEADLINE: JUNE 30, 2023
Download the application at www.acecwi.org