

Leadership Institute

Class of 2020



ACEC WI Leadership Institute is a leadership and career development series created for Wisconsin design professionals. This leadership experience is designed to launch individuals on a development track for successful project management and principal positions. Leadership Institute is ideal for individuals new to managing people and/or projects and experienced individuals looking to enhance leadership and business skills.

Leadership Institute participants receive a diverse training on the leadership and business skills necessary to succeed in the design profession. Through goal-setting and an accountability structure, participants are challenged personally and professionally to set and achieve goals. A key benefit are the relationships built through the experience. Strong, lasting bonds are formed and new ideas develop out of networking throughout the shared experience.

Approximately 40 PDH credits are available through program completion.

ACEC WI Leadership Institute 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/Legislative Day
6. Work/Life Balance for Effective Leaders

Learn More & Apply

Program details, session descriptions and application materials are available in this brochure.

ACEC WI Leadership Institute has nearly 250 proud graduates. If you'd like an insider's view from a participant, class advisor or principal sponsor, please contact ACEC WI to arrange a conversation. The Class of 2020 application and principal recommendation form are due July 11, 2019.



Application Deadline: July 11

ACEC
Wisconsin

American Council of Engineering Companies of Wisconsin
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Leadership Institute Class of 2020

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. It 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. Past participants have included engineers, architects, planners, historians, surveyors, and business development, human resources, and marketing professionals within design firms.

Program Format

ACEC WI Leadership Institute is not your typical educational conference. Pre-session preparation and post-session follow-up is required to make the most of the program. Interactive lessons, pre-session reading and assignments reinforce and strengthen each session. 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.

A primary benefit is the relationship building and the resulting network of peers. Each session includes an overnight component to encourage networking outside of class. Strong, lasting bonds are formed and new ideas develop out of this networking time. All program participants are highly encouraged to stay overnight at the site location.

Program presenters include a mix of professional speakers and firm principals. An industry-respected 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.

The Class of 2020's leadership journey begins September 2019 and concludes in April 2020.

Continuing Education Credits

Approximately 40 professional development hours are available, including two ethics PDHs.

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 with the exception of assigned pre-session books, lodging and travel expenses.

ACEC WI Member Tuition: \$3,800 per attendee

Non-member Tuition: \$7,600 per attendee

How to Enroll – Application Deadline July 11

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 by the firm 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.

The enrollment period runs through July 11, 2019. All application materials must be received at ACEC WI no later than July 11. ACEC WI will notify candidates of program acceptance by August 2.



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A/E Firm Leadership: Know Thyself Then Others

September 12, 2019 | 1:00 - 9:00 p.m.
September 13, 2019 | 7:30 a.m. - 1:30 p.m.
Wausau | Jefferson Street Inn

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.

2

Business Development and Marketing: What it Takes to Win Work

October 8, 2019 | 1:00 - 9:00 p.m.
October 9, 2019 | 7:30 a.m. - 1:30 p.m.
Delafield | The Delafield Hotel

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.



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Running the Business

December 3, 2019 | 1:00 - 9:00 p.m.
December 4, 2019 | 7:30 a.m. - 2:00 p.m.
Elkhart Lake | Osthoff Resort

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. Design industry consultant and top-rated presenter David Wahby, Wahby & Associates, will lead this session focusing 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.



Risk Management for Future Firm Leaders

January 15, 2020 | 2:00 - 9:00 p.m.
January 16, 2020 | 7:30 a.m. - 2:30 p.m.
Delafield | The Delafield Hotel

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.

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.



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Government Affairs 101 & Legislative Day

February 18, 2020 | 10:00 a.m. - 9:00 p.m.

February 19, 2020 | 8:00 a.m. - 3:00 p.m.

Madison | Madison Concourse Hotel

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 2020 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.



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Class Graduation

April 17, 2020 | 5:30 - 9:30 p.m.

Kohler | The American Club

The Class of 2020 is officially recognized at the ACEC WI Awards Banquet. Spouses, guests and program sponsors are encouraged to attend. The Awards Banquet is an elegant evening and an opportunity to network and celebrate.



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Work/Life Balance for an Effective Leader

March 17, 2020 | 6:00 - 9:00 p.m.

March 18, 2020 | 7:30 a.m. - 4:30 p.m.

Elkhart Lake | Osthoff Resort

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 "adulthood," 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.



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