

Registration Form: Registration Deadline April 26, 2024

Name _____ Position _____

Discipline (i.e. engineering, environmental, structural, electrical, _____
mechanical, civil, survey, marketing)

Firm _____ *Years with Firm* _____

Work Address _____

Email _____ Work Phone _____

Mobile _____ Direct Supervisor Name _____

Supervisor Email _____

Payment Options Visa MC Amex or Checks payable to: ACEC/MA

Card # _____ Exp Date _____

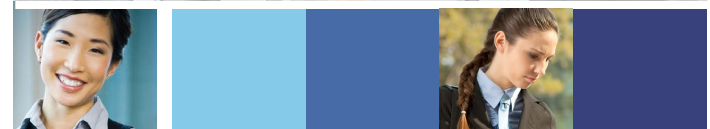
Name on Card _____ CVV: _____

Card Billing Address _____

Email for Receipt _____

Signature _____

Participation limited to 30. Registration is first-come first-served, but there will be a waitlist. Limited to 2 per a firm Fax or email completed forms to 617/227-6783 or acecma@engineers.org Mail checks payable to ACEC/MA to: ACEC/MA One Walnut St, Boston, MA 02108



Genesis Program

**ACEC/MA Genesis Leadership
Education Program
Spring 2024**

*Building your successful career in the
design professions*

ACEC/MA

Genesis

Leadership Education Program

Spring 2024



CONNECT. LEARN. GROW.

Important sessions feature ways to refine skills necessary for building your career. Designed for professionals with 3 to 5 years experience.

Session 1: May 7, 2024 **How Your Firm Gets Business**

Instructors:
Lori Chicoyne, Affinity Business Development, Founder & Strategic BD Advisor
Becky Bozadjian, VP, Strategic Growth Team, WSP

What roles do marketing and business development play in running a successful firm? A big picture overview of marketing & BD for technical professionals where you'll learn how you can contribute to winning work. Topics include: marketing & BD lifecycle, networking and building relationships, and how to deliver a winning pursuit. You'll be an active participant, learning the importance of go/no-go decisions, how to network and develop your elevator pitch, best social media practices, & what goes into creating winning proposals.

Session 2: May 14, 2024 **Personal Communication Effectiveness**

Instructor:
Paul Weisman, PE
President
Smart Conversations®

Skill-building in key communication areas that will improve your ability to work successfully with colleagues, supervisors and in teams. Topics include: Personal Mastery, Professional Conversation, and Interpersonal Collaboration. The goal is to build confidence in your ability to exchange information while enhancing rapport and working-relationships.

Session 3: May 21, 2024 **How a Firm Makes a Profit—the Business Side of Engineering**

Instructor:
Kevin Dandrade, PE, PTOE
Principal, TEC, Inc. The Engineering Corp.

Focus on how and why an engineering firm makes a profit. Kevin covers project and firm economics, overhead, how billing rates are established, utilization importance, the difference between project and firm profits, plus how & why managers benchmark economic indicators against other firms. Key concept: to keep an engineering firm afloat, you need to know more than just engineering.



Building Blocks for Professional Development

Building a professional career requires you to develop expertise in more than technical skills. In Genesis, learn about a range of appropriate protocols, values, ethics, reputation and relationship-building strategies to help you advance your career.

ACEC/MA's Genesis Program provides a foundation for moving forward.

Three carefully designed instructional sessions address key topics identified by firm leaders as vital for the professional with 3-5 years experience. These engaging sessions will give you new techniques and insights through discussion and instructional exercises.

3 Sessions In Person:
May 7, May 14, & May 21

3:00—6:00 PM
CDM Smith, 75 State St, 7th Floor, Boston, MA.

Thank you to CDM Smith for this location.

Costs:
• ~~\$600~~ **\$500/person from ACEC/MA Member Firms**
• **\$850/person from Non-Member Firms**

Refund Policy:
Refunds for Cancellations made by 4/26/2024. No refunds after 4/30/2024. If you need to change name of attendee, call us: 617-227-5551.

Questions?

617/227-5551 or acecma@engineers.org

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