



ACEC/MA Request for Proposals

Instructor for ACEC/MA Leadership Education Program – Genesis Course

Topic: Marketing and Business Development in an Engineering or Land Surveying Firm

Audience: Young professionals with 3-5 years of work experience in an engineering or land surveying firm

This Class:

- One session as part of an overall three-part leadership course
- One half-day session (3 hour), taught twice per year. This course may be in-person or virtual, though preference is for in-person in greater Boston.
- Maximum 30 students

The Genesis Course: Genesis is designed to introduce professionals with 3-5 years work experience to the business-side of working in a design firm by providing three introductory sessions in one course. Genesis is geared for those who see themselves advancing in the management and potentially the leadership in the firm. The three sessions are: 1) Marketing and Business Development, 2) Team and internal communications, and 3) the Business and Finance of Running a Firm.

Instructor and Course qualifications:

- Currently working (consultant or personnel) or recently worked inside an A/E/C firm.
- Direct responsibility for developing business, preparing proposals, setting goals and strategy for building the firm and other aspects of the marketing function.
- Course must be interactive and reflect specific marketing/business development techniques that you have used successfully.

Guidelines for this course:

Title: *How does your firm get work?*

Concepts for this course: Your proposal needs to reflect your understanding that:

- Even though these students have only 3-5 years experience, they are always ambassadors for your firm.
- Whether in person, virtually, or on social media, EVERYTHING you say or do reflects on your firm, your firm's reputation, and on the engineering/design professions.
- Young professionals can start today in small, specific ways to help bring in work and therefore be more valuable to the firm.

The way this course needs to be structured:

- Geared specifically for junior emerging leaders who have no or little familiarity with how clients and projects arrive at a firm or how jobs land on their desks.
- Be sure to include definitions as you cover your topics, including: what is marketing in a design firm, what is business development, what does a proposal include, what goes into a shortlist interview presentation, etc.
- Indicate specific ways the students would be able to put into action a few of the appropriate techniques you cover – such as: questions to ask your supervisor, how to maximize attendance at a networking event, learn the full range of what your firm does, etc. Create a check list for students to take with them as an action plan.
- Provide skills for: “how to” at a networking event, what to say (aka elevator pitch), appropriate use and NON-use of social media.

To Apply: Please answer the questions below and send responses as a word document or pdf to: ACEC/MA Leadership Education Committee c/o Abbie Goodman at acecma@engineers.org

Deadline: May 15, 2023

Decision will be made by mid-June, 2023

Please be specific in your responses. Longer is NOT better – succinct answers are preferred.

Thank you for your interest.

The Marketing and Business Development Session

1. If you were to teach a half-day (3-hour) course in marketing and business development in an A/E/C firm,
 - a. What would be your overall goal?
 - b. What would be your objectives?
 - c. What skills and concepts do you think are appropriate for teaching young professionals with 3-5 years experience who are not going to do marketing/bd themselves but need to understand the role of this function in growing a firm?
 - d. What do YOU think are the 1 or 2 most important aspects of marketing/business development that need to be included in this course?
2. List the topics would you cover. What is the range of in-firm activities that young professionals need to know about?
 - a. What concepts are important that you will include in your instruction.
 - b. Be sure to include the terminology you would define.
 - c. What items or ideas would you include on the follow-up checklist

3. Design a sample of how you would use the 3-hour time block and include ideas for your interactive approach.
4. What do you think makes you the best instructor for this course?

Your credentials.

Please attach your bio and credentials for teaching this course.

Please list and BRIEFLY describe any teaching/presentation experience, both inhouse at your firm and outside (if appropriate).

References.

Please provide the names, emails, and phone numbers for two people who have knowledge of your expertise AND your presentation ability.

Submit by May 15, 2023 to acecma@engineers.org

For additional information, contact Leadership Education Committee (LEC) Co chairs:

Joanne Linowes jlinowes@lxdi.com and Wing Wong Wing.Wong@kimley-horn.com