## **Registration Form**

Registration Deadline April 23, 2021	
Name	Position
Discipline (i.e. engineering, environmental, structural, el mechanical, civil, survey, marketing)	lectrical,
Firm	Years with Firm
Work Address	
	Work Phone
MobileDirect Supe	ervisor Name
Supervisor Email	
<b><u>Payment Options</u></b> $\square$ Visa $\square$ MC $\square$ Amex $\bigcirc$	
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 wait-list.* Fax or email completed forms to 617/227-6783 or acecma@engineers.org Make checks payable to ACEC/MA, mail to: One Walnut St, Boston, MA 02108 Cost: \$500/person from ACEC/MA Member Firm; \$750/person/Non-member firm.

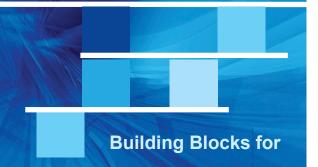


## ACEC/MA Leadership Education Program April 27, May 4 & 11 2021

Building your successful career in the design professions

# ACEC/MA

**Leadership Education Program** 



# **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.



Session 1: Tuesday, April 27, 2021 How a Firm Makes a Profit—the Business Side of Engineering Instructor: Kevin Dandrade, PE, PTOE Principal / Vice President

TEC / The Engineering Corp

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



Session 2: Tuesday, May 4, 2021 How Firms Get Business

Instructor: Genevieve Cahill Associate Vice President/ Business Development Michael Baker International, Inc.

Ms. Cahill will introduce the role that marketing plays in running a successful firm. Topics will include what a go/nogo decision is and how it is made, how marketing is achieved at every level in a firm, the proposal process, and the role of marketing as part of project delivery.

#### Session 3: Tuesday, May 11, 2021 Personal Communication Effectiveness Instructor:

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

**CONNECT. LEARN. GROW.** 

**Paul D. 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.



### 617/227-5551 or <u>acecma@engineers.org</u>

Design Courtesy of GZA GeoEnvironmental, Inc. Supported by The Engineering Center Education Trust Staff





Class Details: Three 3-hour sessions April 27, May 4 & May 11, 2021 3:00—6:00 PM All sessions held on Zoom.

#### Cost:

- \$500/person from ACEC/MA Member Firms
- \$750/person from Non-Member Firms

#### **Refund Policy:**

Cancellations made by 4/23/2021 will receive a refund. No refunds after 4/23/2021 If you need to change the name of attendee, call us at 617/227-5551.