



## Workshops and Seminars

### Marketivity's Current Training and Course Offerings

#### **FOUNDATIONS:**

#### ***The Skills Essential to Marketing Success*©**

Foundations focuses on building the skills and confidence that are essential if individuals with technical backgrounds are to be successful in marketing. Though the typical audience is individuals who have little or no marketing experience, the material can easily be adapted to respond to the needs and concerns of staff with more experience. The maximum number in a class is 20 people.

There are two versions of Foundations. The four-hour course combines the presentation of skills and helpful information with group discussion and interaction. The seven to eight-hour course (the amount of time depends on the number of participants) adds direct application of the new skills learned. Participants actually place a cold-call (but only if they wish to), develop a networking plan that they present for group input, and script their personal marketing plan for the following three months. The longer course can be delivered in three to four hour segments over two days.

Participants in the longer course are contacted twice over the following three months to see how they are doing with their marketing efforts. If they wish, they can then receive feedback and coaching.

#### ***TURNING CONTACTS INTO CLIENTS (and keeping them)*©**

This course focuses on enhancing the skills of individuals who have at least two or three years of marketing and business development experience. It is a highly interactive three to four hour seminar where participants learn from each other as well as the trainer. The emphasis is on how to develop long-term client relationships. The group also explores different techniques that are particularly applicable to 'selling' professional services. Due to the seminar format, the maximum number in a class is less than 15 people. In addition, the participants receive at least one follow-up call to assist them in applying the skills that they learned in the seminar to their real life marketing challenges.

#### ***THE WINNING EDGE*© -- *Shortlist Presentation Training***

Most interview training emphasizes presentation skills. Though the skill of the presenters is important, clients uniformly report that it is the content of the presentations, combined with how comfortable they felt with the team, that determines the winner.

The Winning Edge presents a balanced approach to creating successful shortlist interviews. Participants gain a firm grasp of how to put together a winning interview, as well as the skills and confidence to effectively present it.

This workshop can work equally well for staff who are just starting to do project and shortlist presentations as well as staff who have had prior experience and training. Every workshop is adjusted to the individual needs of the group. In general, however, for a less experienced group there is more emphasis and practice with presentation skills. The focus for a group that has had more presentation experience is on what must be done prior to the interview to assure success. The precise content and length of the seminar is tailored to the needs of the group being trained and your firm's budget.

### ***PERSONAL BEST – Business Development Skills Coaching©***

Many individuals undertake business development assignments with great energy and commitment and then cannot or do not carry them out. This often occurs because the leap to a business development role is not a natural one for individuals whose primary responsibility has been project or marketing management. Though these individuals often possess the skills to be successful business developers, they do not know how to apply them. And, they often need to explore ideas and approaches that are new to them.

Though a class in marketing and business development skills such as **Foundations** can be helpful, a tailored approach to skills development is often more appropriate and effective. For many individuals and their firms, coaching is the most productive path to marketing skills development. Through individualized coaching, Personal Best helps individuals translate skills they already have and develop new ones. It also encourages them to set and reach attainable goals as well as recognize and communicate accomplishments. Importantly, Personal Best also provides the support and understanding that is often critical for individuals to be successful with new challenges.

The benefits of Personal Best include:

- ▶ It's flexible. Coaching sessions can be worked into busy schedules.
- ▶ Since the training and coaching is targeted to an individual's needs, results come quicker.
- ▶ An outsider's perspective can often be more effective than coaching offered by colleagues.
- ▶ Since all coaching is done via phone, fax or e-mail, it's very cost-effective, often less than a day of outside training
- ▶ And, it quickly builds personal skills and self-confidence.

Personal Best begins with a goal-setting session. The best results come when the individual who is being trained, their direct supervisor and the coach reach

a consensus on goals. Details such as when progress will be assessed and the expected duration of the coaching are fully defined at the outset.

### ***THE MARKETER AS A COACH***

Marketers in A/E/C firms are often called upon to coach presentation teams, but have not received any formal training. This two to three hour seminar gives marketers a clear perspective on their roles as coaches. The group explores the different challenges that often occur in a coaching situation and specific strategies and techniques to deal with them creatively and effectively. Participants get to immediately apply these ideas and emerge with enhanced coaching skills and confidence. This training can be given in conjunction with [The Winning Edge](#) training or as a public seminar.

### ***PATHWAYS TO SUCCESS®***

This interactive workshop is designed for technical staff whom have had some exposure to marketing, but wish to further develop their skills and confidence. The course combines skills development, including effective networking and contacts, with discussion and tips on how to develop 'clients for life.'

## **Public Seminars**

### ***BEYOND NICHING, BEYOND BRANDING: Thought Leadership***

This seminar presents a revolutionary approach for A/E/C's who wish to dominate their chosen markets. It offers a unique approach to using the building blocks of marketing—strategic planning, research, client feedback, marketing planning and communications—in new ways, not just to secure new business, but to dominate a market and have potential clients call them first. Participants will leave the seminar with new inspiration and a clear roadmap to becoming the Thought Leaders in their fields of expertise.

### ***TRANSFORMING GREAT IDEAS INTO PROFITABLE REALITIES: Developing Effective Marketing Action Plans***

Firms often generate great ideas for new markets, new services and new capabilities, or expanding existing ones, but stumble when they try to implement them. This 3.5 hour seminar equips participants with the tools they need to cost-effectively transform brainstorming into profitable realities. Topics covered include:

- ▶ Where to find great ideas
- ▶ Scanning the marketplace
- ▶ Using the 'brain trusts' you already have

- ▶ New technologies
- ▶ What's a great idea and what's not
- ▶ Developing consensus and commitment
- ▶ Creating action plans that get results
- ▶ Finding and enabling champions
- ▶ Assuring follow-through (even when everyone is very busy)
- ▶ Assessing and replicating success
- ▶ Creating spin
- ▶ Financing new ventures

This program emphasizes group participation. Each participant returns to his or her firm with at least one great idea and a step-by-step blueprint for making it a reality.

### ***SCENARIO PLANNING: Predicting the Unpredictable***

The only thing that is certain about the future is its uncertainty. Most strategic and long-range plans are based on just one vision of the future. If that particular vision does not materialize, the plan becomes irrelevant.

This 3.5 hour seminar introduces participants to a planning technique that was initially developed in the petroleum industry and by the military: scenario planning. In scenario planning, companies create visions of alternate futures and develop strategies that will be robust, no matter what tomorrow brings. Scenario planning is highly applicable to firms in the design and construction industry where the only constant seems to be change. And, it works well for different sizes and types of firms.

The seminar briefly covers the history of scenario planning, highlights striking success stories and explains the approach. As a group, participants work through an abbreviated scenario planning process. The session concludes with tips on how and when to utilize scenario planning in the participants' firms.

### ***DIGGING FOR GOLD: Research as a Marketing and Service Delivery Tool***

Most A/E/C firms know that they should research their existing markets and competition as well potential new markets and services, yet it is always low on the priority list. This two-hour seminar offers a new view of research. It illustrates how research can be a key tool in positioning their firm in their chosen markets and in service delivery. In addition to new applications for research that will clearly differentiate their firms, participants will leave with new insights into how to make research a cost-effective and integral part of their marketing program and their services.



## ***THE ROADMAP TO YOUR FUTURE: Creating Plans that Get Results***

It is a proven fact that creating and implementing effective plans—whether they are strategic, business or marketing plans-- will greatly benefit a firm's practice. However, many firms do not know where to start or how to make their plans more than just pieces of paper that sit on the shelf until a new plan is done.

This 2 to 3.5 hour seminar explores the different kinds of plans, when they should be used, and how to develop them. Participants learn how to make their plans the foundation of their actions and how to incorporate them into all aspects of their practice on a daily basis, even when their business is undergoing rapid change. This program emphasizes group participation. Attendees from both large and small firms come away with ideas and plan formats that are immediately applicable to their firm's situation.