

Design Firm MANAGEMENT

Mastering the Art of Design Firm Management

Winter 2012
San Francisco
California

Designed to support the growth and development of leaders in architecture, design, consulting engineering, and creative service firms as they assume management roles and responsibilities, this course focuses on the seven fundamental elements of successful design firm management.



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Course Outline

Session One

Vision & Strategic Management

Kyle Davy

Marketing & Business Development

Michelle Fitzpatrick

Session Two

Financial Management

Phil Edwards

Leadership & Personal Mastery

Geordie Aitken

Session Three

Human Resource Management

Laurie Dreyer

Operations Management
& Ownership Transition

Phil Edwards & Kyle Davy

Course Schedule & Location

Session One: **March 16 & 17, 2012**

Session Two: **April 13 & 14, 2012**

Session Three: **May 11 & 12, 2012**

Classes are scheduled for Friday and Saturday from 9:00 AM to 4:30 PM and will be held at San Francisco State University's Downtown Center: Westfield San Francisco Centre, 835 Market Street, San Francisco, California.

Enrollment Information

Tuition is \$3,950 including classroom materials, payable in advance. Refunds will be allowed given written notice by March 2, 2012, less a 10% handling fee. Participants will be required to purchase their own books and on-line articles.

To Register or for more Information:

Kyle V. Davy 510.525.7737

kyle@kylevdavy.com

Phil Edwards 415.433.1522

phil@edwardsmgmtgrp.com

Mastering the Art of Design Firm Management

Instructors

Geordie Aitken

Geordie is a Principal of Aitken Leadership Group, which offers cutting-edge leadership development experiences, transforming and inspiring leaders of all ages and walks in life. His clients include leading A&E firms committed to creating cultures of trust and accountability.

www.aitkenleadership.com

Kyle V. Davy, AIA

Kyle established his company, Kyle V. Davy Consulting in 1992 to help architecture and engineering firms develop their leadership and management capacity. He is a principal faculty member of ACEC's Senior Executive Institute (SEI) and holds an MBA from the Stanford Graduate School of Business.

www.kylevdavy.com

Phillip G. Edwards

Phillip, President of Edwards Management Group, has specialized in providing financial, operations and ownership transition services to design industry and creative service firms for over 25 years. He has assisted clients in developing operational efficiency, above average profitability, manage rapid growth or downsizing, and strategies for ownership transition.

www.edwardsmgmtgrp.com

Laurie Dreyer

Laurie Dreyer, Principal at Stantec and former Director of Human Resources for Anshen & Allen Architects, has over 20 years experience managing HR functions for architecture and engineering firms. She has lectured extensively on how practice leaders can address the wide range of HR challenges currently facing their firms.

Michelle Fitzpatrick, FSMPS/CSPM

Michelle, Principal of Marketivity, Inc., has over 30 years of experience in A/E/C marketing and business development. Michelle is a frequent speaker on strategic and marketing topics, has authored numerous articles that have appeared in industry publications, and is Vice President of the SMPS Foundation.

www.marketivity.com

For additional information about the instructors please visit their respective websites.

Mastering the Art of Design Firm Management

Testimonials

This is an excellent program with comprehensive coverage of all the key elements of firm, project, and people management. Excellent presenters, along with the open group environment, provided for a great learning experience and sharing of ideas and experiences.

— Gerald A. Edwards, P.E.

Senior Project Manager, Associate, PSOMAS, Tucson, Arizona

The course provides the attendee with practical skills that have been examined through real world experience by the instructors. I was able to go to work and implement much of my learning immediately with excellent results.

— Mike Jaeger, P.E.

Construction Manager, Vice President, Covello Group,
Walnut Creek, California

The program was valuable in continuing the development of one of our best young business leaders. The instructors provided new business insights and challenged him to broaden his perspective on critical business issues.

— Ronald R. Schultz, P.E.

Chairman, Burgess & Niple, Inc. Columbus, Ohio

The entire program is fantastic. The course provides information and clarity on various business models and delivers a practical and consistent approach to managing the firm. The key elements of the course are well organized and combine excellent tools and exercises that give a hands-on understanding.

— Erick Moreau, AIA Principal

COO, Weir/Andrewson Associates, Inc., San Rafael, CA

The instructors for the course possess an ability to break down complex topics into understandable pieces. The combination of exercises, real life applications and case studies gave me the skills necessary to elevate my career and successfully run my office.

— Brian Fletcher, ASLA, Principal

Callander Associates Landscape Architecture, Inc., San Mateo, CA

Mastering the Art of Design Firm Management

Coming Spring/Summer 2012

Project Management / Project Leadership

A six-day course focused on the development of critical project management and leadership skills for project managers in architecture, engineering, design, and creative service firms.

*For more information contact Kyle V. Davy at 510.525.7737
or kyle@kylevdavy.com*