

ACEC-NB, NL, PEI and CENS 2023 Professional Development Courses

2023 Courses

People Management For Attraction and Retention Series

Inclusive Leadership
Managing Mental Health at Work
Performance Management
Leading by Living Above the Line

Winning Work Series

Top 10 Business Development Skills for
Engineering Consultants
How Well Do You Really Know Your Customer?
Trust, Your Competitive Advantage
Proposals That Win



People Management For Attraction and Retention Series

Inclusive Leadership

Presenter: Jillian Krushcell

Date: April 11, 2023

Time: 9 am - 12 pm

Price: \$353.57 (Taxes Included)

Inclusive leadership is defined as the capacity to manage and lead a heterogeneous group of people efficiently, while respecting their uniqueness in an empathetic, bias-free way. The creation of a truly inclusive organizational culture starts with the example set by your leadership team. This workshop provides key tools to enable leaders to intentionally create inclusive spaces for your diverse employees.

Learning Objectives:

- Why diversity and inclusion contributes to strong business performance
- Inclusive language principles
- Understanding bias
- Cultivating psychological safety
- Becoming a diversity and inclusion champion
- Employee support programs

Speaker's Bio:



A seasoned female leader, Jillian has extensive experience working with a full spectrum of organizations, from small businesses to internationally-recognized brands. At Inclusion by Libra, Jillian works with organizations to integrate diversity, equity, inclusion and belonging into business strategy, creating policies and procedures rooted in employee well-being.

Drawing on a Bachelor's in Management alongside 13 years of experience in fast-growing companies, Jillian combines a nimble approach to strategy, process design and project management with a passion for delivering high-quality results.

People Management For Attraction and Retention Series

Managing Mental Health at Work

Presenter: Jordan Friesen

Date: April 25, 2023

Time: 9 am - 12 pm

Price: \$353.57 (Taxes Included)

This workshop will focus on practical strategies to help managers identify and respond to employees who may be experiencing mental health issues at work. Using a mix of didactic, group-based, and case study learning, participants will leave with an understanding of warning signs, how to approach a conversation with an employee, and where to direct them for help. Importantly, managers will understand what is and is not their responsibility with respect to managing mental health issues at work.

Learning Objectives:

- Describe functional signs that an employee may be experiencing poor mental health
- Demonstrate practical strategies to have conversations with employees about their mental health
- Direct employees to appropriate internal or external resources for support with mental health concerns

Speaker's Bio:



Jordan has years of experience in training, education, mentorship, public speaking and research. He prides himself on being able to distill complex ideas into actionable insights for a wide range of audiences. He is a sought-after subject matter expert on workplace mental health and has been featured in a range of national media coverage.

Jordan's education includes a Master of Occupational Therapy from the University of Manitoba. He is a CMHA Certified Psychological Health and Safety Advisor and is certified by Multi - Health Systems Inc. to deliver and interpret their EQi 2.0 suite of emotional assessment tools for leaders.

People Management For Attraction and Retention Series

Performance Management

Presenter: Gord Dmytriw

Date: May 9, 2023

Time: 9 am - 12 pm

Price: \$353.57 (Taxes Included)

The ability to hire and retain talent is the backbone of a professional services firm. In this interactive course, we give leadership and managers a different paradigm for employee performance as well as a suite of tools to have candid, affirming conversations with their direct reports. By recasting the often fraught and ineffective performance review process as a stewardship obligation, Managers have to grow and develop their people. Leaders have powerful lever to create a more transparent and accountable culture that in turn engenders more discretionary effort, ultimately retaining and attracting an unfair share of the top half of the labour pool.

Learning Objectives:

- Understand the role of stewardship in nurturing a high performing culture.
- Reflect on the level of accountability and transparency in your organization and learn tools to help instill them.
- Learn the importance of regular 1 x 1 performance conversations and how to have meaningful and effective ones.
- Understand how to build a culture that regularly competes for and wins the very best talent.

Speaker's Bio:



Gord has spent 35 years in the sales and marketing arenas, recently retiring from his day-to-day responsibilities as Chief Strategy Officer at Think Shift, an advertising agency based in Winnipeg, MB. His practice areas at Think Shift were in brand strategy, leadership development and creating intentional corporate cultures, work he continues today as an independent consultant.

Gord provides advice, tools and training in the areas of culture development and implementation, leadership development, brand positioning and strategic planning.

People Management For Attraction and Retention Series

Leading by Living Above the Line

Presenter: Scott Donald

Date: May 30, 2023

Time: 12 pm - 1:30 pm

Price: \$198.02 (Taxes Included)

This course is for anyone who is looking for tools to grow as an influential leader. Tools that empower you to positively impact culture, drive positive change in challenging times and ultimately improve the success of your team or organization. Leadership is a difficult skill to master. Growing leaders like yourself may feel overwhelmed by constantly having to drop everything to provide direction whenever the team is unsure how to solve day-to-day challenges. But as this course will demonstrate, there is a better and more impactful way to approach your role as a leader.

Learning Objectives:

- Increased innovation and creativity
- More effective collaboration
- Improved time management
- Greater ability to manage change
- Stronger leadership succession

Speaker's Bio:



Scott Donald is the owner and president of SBD Growth Strategies, a firm dedicated to helping businesses and individuals achieve more through a focus on coaching and leadership development.

As president of SBD, Scott also serves as a senior partner with The Envision Group and serves as an entrepreneur in residence with North Forge Technology Exchange. Scott's down-to-earth style and quick sense of humour allows participants to relax and have fun while learning important skills for success. He continually invests in his own continuous learning and networking to ensure he is at the forefront of key trends that can help his clients achieve more.

Winning Work Series

Top 10 Business Development Skills for Engineering Consultants

Presenter: Scott Donald

Date: September 12, 2023

Time: 12 pm - 1 pm

Price: \$140.78 (Taxes Included)

Many organizations overlook the importance of foundational sales skills and following a basic sales process. In this webinar, we will share with participants the not-so-secret skill everyone should know and practice to help to grow your business: helping your clients.

Learning Objectives:

- Learn foundational selling and business development skills
- Hear about what business development professionals should be doing, but often don't
- How to make the most of your valuable (selling) time

Speaker's Bio:



Scott Donald is the owner and president of SBD Growth Strategies, a firm dedicated to helping businesses and individuals achieve more through a focus on coaching and leadership development.

As president of SBD, Scott also serves as a senior partner with The Envision Group and serves as an entrepreneur in residence with North Forge Technology Exchange. Scott's down-to-earth style and quick sense of humour allows participants to relax and have fun while learning important skills for success. He continually invests in his own continuous learning and networking to ensure he is at the forefront of key trends that can help his clients achieve more.

Winning Work Series

How Well Do You Really Know Your Customer?

Presenter: Tim Kist

Date: September 26, 2023

Time: 9 am - 12 pm

Price: \$353.57 (Taxes Included)

As technical experts, engineers know how to deliver the appropriate solution. However, clients are buying more than just the logic and technical expertise. Clients buy from someone they trust. People buy from people. This program provides an approach to truly understand the job your client is trying to get done so that you are delivering what they really need in a way that builds value for their need. Interactive discussion, breakout rooms, and a fillable game plan are specifically designed for professional service firms.

Learning Objectives:

- Learn how to conduct customer research that is illuminating new insights and not just reinforcing current opinions
- Learn the core elements of jobs-to-be-done theory to help understand customers' needs
- Develop an approach that can be applied regularly to stay on top of client trends using more than basic surveys

Speaker's Bio:



Tim is a Fellow Certified Management Consultant with over 16 years of experience with large national firms and TK3 Consulting. In addition to conducting a wide range of client engagements on strategy development, marketing strategy, leadership development, and performance improvement initiatives, Tim has developed the material and taught a variety of university courses, and professional development programs for small consulting firms.

He also has an extensive background with the Certified Management Consultants of Manitoba Council (president, past president, director-at-large) and with the National Board of CMC Canada (Manitoba council representative, director-at-large (currently in second two-year term), and currently Chair of National Growth Committee). Tim has also delivered several presentations to industry associations and leadership teams for a variety of organizations both in person and virtually.

Winning Work Series

Trust, Your Competitive Advantage

Presenter: Scott Donald

Date: October 17, 2023

Time: 12 pm - 1 pm

Price: \$140.78 (Taxes Included)

Trust is the foundation of sales success. In high-trust relationships, the customer sees the seller as an advisor. Buyers answer questions, are forthright and share information freely—because they know the seller will use it to help them. Trust becomes a competitive advantage. This program will provide participants with a deeper appreciation of the value of trust as a competitive advantage.

Learning Objectives:

- Earning trust (and the science that backs it)
- The Trust Matrix
- Understanding neuroscience and sales
- Create a great Customer Engagement Model • Learn how to connect with questions
- Become a great listener

Speaker's Bio:



Scott Donald is the owner and president of SBD Growth Strategies, a firm dedicated to helping businesses and individuals achieve more through a focus on coaching and leadership development.

As president of SBD, Scott also serves as a senior partner with The Envision Group and serves as an entrepreneur in residence with North Forge Technology Exchange. Scott's down-to-earth style and quick sense of humour allows participants to relax and have fun while learning important skills for success. He continually invests in his own continuous learning and networking to ensure he is at the forefront of key trends that can help his clients achieve more.

Winning Work Series

Proposals That Win

Presenter: Tim Phelan

Date: October 24, 2023

Time: 9 am - 12 pm

Price: \$353.57 (Taxes Included)

Quality proposal submissions can be the difference between landing great projects and getting left behind. This course will review the fundamentals of creating winning Engineering firm proposals along with helpful tips and tricks to improve your proposal win-rate. Led by experienced architectural proposal writer Tim Phelan, this workshop will highlight how professional services firms can consistently produce winning proposals that leave a strong impression.

Learning Objectives:

- Review the characteristics of winning proposals
- Understand the common pitfalls of proposal submissions
- Develop a Go – No – Go process
- Create a winning proposal process
- Reading between the lines: Adding value by focusing on benefits
- The importance of consistency and clarity in proposal responses

Speaker's Bio:



Tim is an experienced marketing communications professional with over 14 years of professional experience across a variety of industries. His experience includes more than seven years as director of marketing for Number TEN Architectural Group, where he led over 200 proposal submissions and helped improve the firm's proposal win rate by over 300 percent. During his tenure at Number TEN, he also helped the firm transition into one of Canada's Best Managed Companies. Tim has also worked with Stantec and most recently LM Architectural group as an independent marketing consultant.

He has worked together with numerous engineering firms in joint proposal submissions and understands how to best help them win more work through clear and impactful brand messaging.