

February 9, 16 & 23

consecutive Thursdays, 1:00 to 4:30 P.M.

*taught as one program; no single day registration



All classes are held at the Multnomah Athletic Club, [1849 SW Salmon Street, Portland](http://www.multnomahathleticclub.com)

SCHEDULE: 12:45 P.M. – Check-in

1:00 P.M. – Program begins

4:30 P.M. – No-host social immediately following each class

PROGRAM OUTLINE **Class size limited to first 36 registrants; early registration encouraged.**

CPD credits: Good for three (3) continuing professional development credits per class; nine (9) CPDs total for the series.

Cost: \$600 for all three classes; taught as one program; no single day registration.

Confirmed speakers:

- **Leo MacLeod**, Mainspring Marketing, organizer and presenter
- **Steve Walker**, consultant and speaker (*for February 23*)
- **Bart Eberwein**, Vice President, Hoffman Construction

NEW! JUST ANNOUNCED:

- **Michael Read**, General Manager, Oak Lodge Sanitary District
- **Richard Steinbrugge**, Director of Facilities, Beaverton School District
- **Carrie Pak**, Water Resources Manager, Clean Water Services

Objectives:

- Learn the skills to be an effective leader and communicator
- Master the art of relationship building to attract and retain clients
- Gain powerful insights into how to close more business
- Learn hard-earned lessons from Portland's best leaders/rainmakers
- Develop your personal network

Format:

- Lecture
- Exercises/Assignments
- Small Group Discussion
- Q&A

DAY ONE: AWARENESS

Feb 9



- How do you perceive yourself?
- What are your core values?
- Where are you in your leadership path?
- What do you need to work on?
- What are your core values and how do they define your leadership style?
- Developing your personal brand to become a resource rather than a commodity
- Why People Buy from People: Intersection of Rainmaking and Branding
- ASSIGNMENT: Become aware of what you need to develop; become more aware of your behavior

DAY TWO: CONNECTING

Feb 16

- Relating: Making a Connection with People
- Active Listening
- Networking: Building Your Base
- First Impressions
- Telling your Unique Story
- ASSIGNMENT: Practice active listening/connecting with others

DAY THREE: FOCUS

Feb 23

- Marketing and Strategic Selling Fundamentals: Steve Walker
- Client Panel of Key Decision Makers
- Sharing of Personal Development Plans
- Wrap up/Summary/Networking Time



What past workshop participants said:

"I now have a definite plan to distinguish myself as a leader in the industry."
 –Mike Coleman, Associate Engineer, Kittelson & Associates, Inc.



"The workshop grounds the participants in the importance of daily business development activities, and inspires them to think of themselves not as future leaders, but as leaders today."

–Dan Hess, Associate Principal, Dull Olson Weekes Architects

"The workshop did a great job of pushing comfort levels, making you look at an issue from several angles and brought in some great guest speakers to reinforce the discussions."

–Kevin McCall, Senior Project Manager, P&C Construction



Portland ReignMaker Workshop – February 9, 16 & 23
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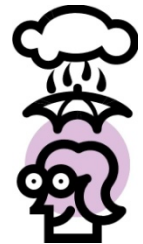
REGISTRATION FORM

Registration deadline is February 3.

Event code: **ACCT # 5309**

FIRM NAME: _____ PHONE: _____

| REGISTRANT'S NAME >>>>> | E-MAIL ADDRESS >>>>> |
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Checks payable to: ACEC Oregon (American Council of Engineering Companies of Oregon). **\$600/person**

Or, pay by credit card: VISA MC Amex Discover Amount to charge: \$_____

Card #: _____ Exp. date: _____ Security code on back: _____

Cardholder name: _____ Signature: _____

Zip code @ billing address: _____ E-mail receipt to: _____

Mail (or fax or e-mail) check or credit card info and registration form for receipt by February 3 to:

ACEC Oregon, 5319 SW Westgate Drive, Suite 224, Portland, Oregon 97221.

QUESTIONS? Phone (503) 292-2348 / Fax (503) 292-2410 / E-mail pkelly@acecOregon.org

Cancellations must be received on or before the registration deadline. Non-members must pay in advance.