



Pre-Conference Workshop

November 1, 2018
J.W. Marriott Nashville Hotel
8:00 AM to 12:00 Noon

Title: Jump Start Your Growth

Course Outline: Highlights of the Course Include:

- Review of current market conditions and trends in the industry.
- The value of having a dedicated strategy for growth.
- The need to assess a firm's existing portfolio of work.
- Tools to assess strategic positioning by services, markets and geography.
- Techniques to identify potential areas for growth, and how each area is best approached.
- Case study/practice by using a representative example from the industry.
- Best practices and tools for hiring and acquiring once a strategy is established including some simple M&A "do's and don'ts".

"Bill and Kevin are clear experts in the subject matter. I learned quite a bit in the session and wished that we had more time to discuss. All in all, I give them an A+!"

Who Should Attend: Any attendee of GBA's Fall Conference would benefit from attending this workshop. However, those with specific managerial and leadership responsibility (from leading a small firm or office to a large firm) would get the most value.

Instructors' Biography: William "Bill" Siegel, P.E. is a proven business leader, with a track record of driving profitable growth and expansion. His experience includes serving as CEO and Chairman of the Board of an approx. \$400M revenue science and engineering consulting firm where he developed and executed a successful strategy to diversify and expand globally. He also sits on numerous Boards of Directors for A/E firms

Kevin J. McMahon became Group Vice President for Asia Pacific Region of Jacobs in January 2014 after the acquisition of SKM. He joined Jacobs in 2007 when Jacobs acquired Edwards and Kelcey, a major North American Engineering Firm where he was Chairman and CEO.

Expected Outcomes: Participants will walk away with specific tool and techniques that can be used to assess their current condition and then drive future growth. They will also gain best practices for recruiting and M&A efforts associated with the desired growth.

Workshop Price: \$400 for non-members
Discount Price: \$300 for GBA Members

Space is limited for this workshop. Register now!