



By **Brian Sudduth, AIA, LEED AP | Intent Design Studios & Daniel James, AIA, LEED AP BD+C, Lean Black Belt | Perkins + Will**
March 01, 2019

Business Development & Rainmaking

SESSION #6

Steelcase Showrooms
1545 Peachtree St NW #280, Atlanta, GA 30309



Business Development and Rainmaking

PROGRAM SUMMARY:

Session 6 focuses on the marketing and business development side of architecture. The session will begin with a mock conference. This experience is designed to recreate the awkward social environment familiar with 'business development' and provide the tension between the need to fabricate a new profitable project and the desire to retreat inward and revert to a shy shell of oneself. This exercise will be followed by a presentation by an expert in the field who will give the necessary tips to working a room and the faux pas to avoid.

The session will continue with a series of presentations on marketing, branding and how to develop an effective elevator pitch. At the conclusion of the session, participants will engage in a short interactive presentation on how to gain rapport quickly in order to make natural and meaningful relationships.

LEARNING OBJECTIVES:

1. Scholars will experience a simulated networking conference, where they will have to rely on quick thinking in order formulating a networking strategy. Identify the appropriate people to make contact with and how to politely decline distracting networkers that are preventing them from their goal.
2. Scholars will learn business development models of how to effectively research and target potential clients.
3. Scholars will gain experience into condensing large complex concepts into a brief description of 2 to 3 sentences in the form of an elevator pitch.
4. Scholars will learn the importance of Branding and how it is relevant to their business.

PROGRAM ABSTRACT:

Entitled Business Development and Rain Making, Session 6 brings attention to the elements of the profession that not only aid in generating new projects that lead to profitability, but also shines a light on social elements that can create anxiety if one is not properly prepared.

The session will begin immediately as participants are invited to engage in a mock conference. Individuals will be given a character in which they are to interact with others in pursuit of developing trust in hopes to land the next 'deal.' The conference will consist of Developers, Financiers, Architects, Engineers, and Vendors. The conference will conclude with a quick discussion expressing common issues with attending conferences, what are the expectations, and what is a realistic win. Following the exercise, a presentation will be given by Smartegies' Katie Cash, who will provide insight on the different business development models and how to be effective when networking.

After a brief break, the session will continue with a presentation by Mike Martin. Mike will address strategies for marketing both through physical media and through verbal presentation. He will provide insight into the infamous 'Elevator Pitch' and as a group, participants will develop their own pitch and present it to the group for feedback.

The final presentation will be addressing branding issues. Yancy Wilkinson will speak on how to properly identify your brand and understand ways to represent yourself in the marketplace.

In conclusion, participants will engage in a short interactive presentation on how to gain rapport quickly in order to make natural and meaningful relationships.

Agenda

Date: March 1st, 2019

Location: Steelcase Showrooms, 1545 Peachtree St NW #280, Atlanta, GA 30309

Time: 12:00 pm – 5:00pm

12:00 – 1:00	Lunch Mock Conference
1:00 – 1:50	Presentation #1 Business Development and Rainmaking by Katie Cash
1:50 – 2:00	Break
2:00 – 3:00	Presentation #2 Marketing With Emotion by Mike Martin & Colin Owens
3:00 – 3:30	Activity: Elevator Pitch
3:30 – 3:40	Break
3:40 – 4:40	Presentation #3 Understanding Brand by Yancy Wilkinson
4:40 – 5:00	Group Activity: Make People Like You
5:00 - 5:15	Conclusion & Housekeeping Brian, Dan & the CKLDP Executive Committee
5:30 – 7:30	Happy Hour @ Tavernpointe 1545 Peachtree St NW #101, Atlanta, GA 30309

Business Development and Rainmaking

Katie Cash, Credentials



Katie Cash, Credentials

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Katie is a Georgia native and seasoned marketer with more than 15 years of experience serving companies large and small across the AEC industry. Katie began her career at the Georgia State Financing and Investment Commission (GSFIC), working directly for the State Property Officer where she was involved in a variety of strategic initiatives including the coordination and development of the Statewide Construction Manual as well as proposal review and procurement solicitations. Katie joined Smartegies in 2011 and today serves as the firm's Vice President where she leads strategy on client accounts. From devising strategies to win big projects, looking for creative ways to recruit top talent or merely finding ways to break away from the mundane marketing tactics of yesteryear, Katie continually challenges herself and her Smartegies team to think differently to help advance their clients brand and their business. Katie has spoken on topics related to marketing, communications, and business development for industry groups include ACEC, NAWIC, AGC, CoreNet, and others.

Marketing With Emotion

Mike Martin



Mike Martin
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Trained as an art director, Mike's career has taken him to some of the top advertising agencies in Boston, Minneapolis, Dallas and Atlanta. Along the way he was fortunate enough to work on clients both large and small and on some ground-breaking campaigns, like American Legacy's truth campaign (anti-tobacco industry). Adweek called it one of the most successful marketing campaigns ever created. Each job allowed him to grow as a creative and experience radically different approaches to branding.

Returning to his hometown of Atlanta, a call from a former colleague with a firebrand holding company led to a job trying to retrofit an early acquisition, Atlanta-based agency into their new creative model. It was an amazing experience but also one that ultimately led him down the path of entrepreneurship and setting up his own shop for eight years. In that time he also started a branded entertainment venture writing and producing content directly for networks like Discovery, TLC, NatGeo, ESPN and Animal Planet to name a few. Mike also spent a good many years inside the beltway producing work for Homeland Security and U.S. Customs and Border Protection. Convincing Uncle Sam to create compelling content is no easy task. And in nearby Maryland, he helped resurrect a Triple Crown brand, the Preakness Stakes, not by focusing on Thoroughbreds, but by focusing on elevating the customer experience surrounding the legendary race.

Over the past three years Mike has been leading the Creative Services team at Jackson Spalding as the Chief Creative Officer. He's led projects for some of Atlanta's most coveted brands like Delta, Chick-Fil-A, Orkin and Coca Cola. You would be hard-pressed to find a creative leader who values data, research and consumer insights more than Mike. Oh and then there's the food startup based on a show he wrote for Food Network and the Super Bowl spots. Two of them in fact. All of this experience further reinforces his hybrid mentality.

Colin Owens



Colin Owens
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Colin talks a lot about how farming-is-to-cooking as marketing-is-to-BD, which we guess makes him a chef, being that he leads business development at Jackson Spalding, but often moonlights on client projects including branding and strategy work. He joined us in 2012 after four years serving as marketing lead and chief-of-staff for various divisions and regions at Hay Group, Inc., a global management consulting firm (now part of Korn Ferry). Colin joined the JS Leadership Team in 2014.

He began his career as a photojournalist for Gray Communications, owner of several community newspapers including the Gwinnett Daily Post in Metro Atlanta. In just over a year on the job, he earned two coveted Associated Press Awards for Photojournalism. Colin also did a brief detour into the mortgage lending industry, which gave him proficiency in database management, vertical marketing strategies, and customer service.

Colin earned a Bachelor of Arts degree in Newspaper Journalism from the Grady College of Journalism and Mass Communication at The University of Georgia. He spent his senior year working as the photo editor for the independent Red & Black campus newspaper, where he made \$2/hr but was one of his most favorite jobs. With an insatiable curiosity and eagerness to learn, he is also a 2017 graduate of Leadership Buckhead, a prestigious leadership development association in Atlanta.

Understanding Brand

Yancy Wilkinson



Yancy Wilkinson

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A graphic designer by trade, Yancy is a member of our Atlanta Branded Environments team. He has built an impressive body of work spanning across multiple practices and among all disciplines. He leverages his passion for people, culture, and the arts into all aspects of design. Yancy delivers on creativity and innovation for both two- and three-dimensional design solutions. He has lead the design for several brand identity projects that capture the essence of place – developments, districts, neighborhoods, sites, and cities. Yancy’s ability to capture a community’s essence and translate it into visually compelling narratives has been essential on many Perkins+Will projects.

The Takeaway

BOOKS/AUDIOBOOKS

How To Win a Pitch - Joey Asher

How to Make People Like You in 90 Seconds or Less - Nicholas Boothman

You, Inc: The Art of Selling Yourself - Harry Beckwith & Christine Clifford

PODCASTS

StartUp

How I Built This

Without Fail

The Business of Architecture

Planet Money

Forbes Under 30

NETWORKS & EVENTS

Biznow Has a national foot print, with a large Atlanta presence. Open to everyone.

<https://www.biznow.com/atlanta>

3/21/19 Atlanta Capital Markets & Opportunity Zones

4/17/19 Atlanta's Office of the Future

5/8/19 Atlanta State of Healthcare

ULI (Urban Land Trust) International footprint, ULI advocates for progressive development, conducting research, and education in topics such as sustainability, smart growth, compact development, place making, and workforce housing.

<https://atlanta.uli.org>

3/1/2019 ULI Advisory Services Panel Final Presentation of The Stitch Recommendations

3/12/19 WLI: March Breakfast (Members Only)

3/28/19 Healthy Buildings and HousingL The Business Case for Health and Wellness in Real Estate

4/16/19 - 4/18/19 ULI Spring Meeting, full members, Nashville, TN

NAIOP Commercial Real Estate Development Association A professional organization for developers and owners of commercial real estate. Provides advocacy, education and business opportunities by connecting members in a powerful North American network in the commercial real estate development and investment industry.

<https://www.naiop.org/>

5/16/2019 Monthly meeting

The Circle of Trust Atlanta footprintMore after hours networking

<http://circleoftrustnetworking.com/>

4/26/19 9th Annual 19th Hole Classic, golf tournament

Rotary Club of Atlanta The Rotary Club of Atlanta has brings together Atlanta's business and civic leadership to inspire progress through the lens of serving others.

<https://www.atlantarotary.org/>

3/4/19 Pat Henry, President of Dragon Con

3/11/19 Stedman Graham: Educator Author, Businessman, Speaker, Podcaster

3/25/19 Sandy Douglas, ECO, Staples

Sponsors

We want to thank all of our sponsors for generously helping us develop CKLDP for the future success of our emerging leaders in Georgia.

SESSION / VENUE SPONSORS

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Acknowledgements

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Our Fellow Scholars, without you these sessions would be moribund!!!!