

# Young Designers Professional Development Institute Presents: YDPDI 2021

**10 months of 12 Business & Leadership Skills Sessions (January – October)**

Winner, AIA Emerging Professionals Program of the Year Award



Photo by [Chris Montgomery](#) on [Unsplash](#)

## YDPDI enables you to:

- Take on new tasks and responsibilities, through better confidence, improved job performance and productivity
- Learn the most current professional best practices from industry leader instructors, including ASKM and Associates, Cannon Design, MIT, and others
- Engage in small breakout discussion groups in all sessions to participate actively, comfortably and learn in greater depth from your peers. Sessions held jointly with AGC Young Contractors
- Build an exciting, profitable design career with the hard and soft skills firms value most

## Why YDPDI Continues To Thrive and Improve

**The Need.** Early in your career, you're no longer just a designer. Your firm now wants you to take on new tasks: more project management, communications, writing, managing finances, negotiating, and presenting. You don't need another degree, but you do need the exposure, training and development – and that's exactly what YDPDI delivers.

**Our Instructors.** One of the great benefits of working in the Boston area is our access to some of the best thinkers and thoughtful design professionals in the world. 20+ session instructors – architects, contractors, engineers, owner/clients - all specialists in their topic, assist in teaching and leading small breakout group discussions. You not only to hear, but connect and engage with them to explore the issues and ideas most important to you.

*"YDPDI exceeded my expectations in many ways. I knew that it was good for career development, but the program really excelled by having me step back and think critically about who I am, how I think, how I act, my interests, strengths, and weaknesses, as well as my career, professional goals, and aspirations. I learned a lot about the hard skills, such as negotiating, that are necessary to be a good manager but also the soft skills, such as communication and listening, to be a strong leader."*  
**Alex Zink, Architect, Payette**

## **YDPDI Benefits and Outcomes for Participants**

Training and development are intangible, but they can produce very tangible results, including:

- Enhanced ability to add value in your firms, from taking on new tasks, managing others, winning new work
- Increased performance in areas that matter most for the firm's performance, resulting from improved understanding of financial management
- Drawing on interaction with clients and participants in the program, gaining better capacity to initiate and develop meaningful client relationships
- Improvement of essential skills resulting from YDPDI program, practice and feedback: from communicating, writing and presenting, to managing CA and CD

## **YDPDI Benefits and Outcomes for Sponsoring Firms**

A beneficial return of investment for sponsoring firms and employers, including:

- Improved retention, job performance and career development of key talent for raised expectations
- Increased marketing and business development activity resulting from more confident talent through mentoring and coaching
- Boosted employee morale and firm spirit resulting from a clear demonstration of the firm's commitment to professional development for young designers
- Acquisition of current ideas and a fresh perspective on best practices being developed by other participating firms and industry experts

## **Online or Live Programs in 2021?**

Given the Covid-19 uncertainties at this time, we're planning all sessions to be online. We'll be mitigating the constraints of online programs by adding several online networking opportunities. As the year progresses, we'll assess live session possibility.

## **New This Year: AIA San Francisco joins YDPDI**

We're pleased to welcome AIA San Francisco as a new partnering YDPDI sponsor. We look forward to meet and work with AIA SF young designers and benefit from the perspective and insight they'll add to discussions and professional relationship building.

## **Program Leadership**

President of Gathering Pace, Inc., **William Ronco, Ph.D.**, founded YDPDI 20+ years ago. He directs the program, partnering with the Boston Society of Architects. Dr. Ronco also founded and directs the Young Contractors Professional Institute, partnering with the Massachusetts Associated General Contractors.

Dr. Ronco consults on strategy, leadership and partnering with design, engineering, owner / client, construction, and biotech and science organizations. He is author of *The Partnering Solution* (Career Press) and *Partnering Manual For Design and Construction* (McGraw-Hill). A former professor in Northeastern University's MBA program, Dr. Ronco earned his B.A. at Rutgers University, his Ed.M. at Harvard and his Ph.D. at the Massachusetts Institute of Technology.

**Colin Milberg** and **Toni Loiacano** assist with Institute leadership. A founding partner of ASKM Consulting, Colin is a construction industry expert in lean methods, facilitation and change management. Toni is a senior vice president at Cannon Design. She has extensive experience and interest in mentoring, presenting new design concepts to client associations.

## **2021 Young Designers/Contractors Professional Institute**

*Online seminars run 2:00-5:00pm, log in at 1:45pm, with informal networking after all sessions  
\*Instructors subject to change*

Date	Topic	Instructors
1/27	<b>Planning Your Best Design / Construction Career</b> Our industry's 6 career challenges and opportunities. Clarifying and fully implementing your career goals. Identifying, building on your real strengths and addressing your weaknesses.	Bill Aalerud, Columbia Construction Toni Loiacano, Cannon Design
2/10	<b>Building High-Performing Teams</b> Anticipating, addressing <i>predictable</i> team problems. The wisdom of the team v. groupthink. Improving everyday meetings results and follow through. Fully, actively engaging every team member.	Marc Truant, MIT Colin Milberg, ASKM and Associates Stavroula Birmbas, Tervacorp
2/24	<b>Improving Your Negotiations Skills</b> Recognizing your negotiations style, strengths, weaknesses. Getting beyond Yes. "Never split the difference?" Negotiating to "win" vs. negotiating for synergy.	Robert Ferguson, Esq., Hinckley Allen Matthew Brett, Mass General Hospital
3/10	<b>Young Professionals HR Issues, Opportunities</b> HR knowledge young professionals must have: legal rights, boundaries, vulnerabilities. Why, when and how to ask for raise. Getting the most from your performance appraisal.	Jess Smith, Bergmeyer Shelley Kolesar, HR Consultant Diana Hasan, CE Floyd Kathy Freitas, Bond
3/25	<b>Effective, Comfortable Marketing &amp; BD</b> Why, how to get started with marketing and BD. Getting comfortable with sales tasks. Selling without networking: alternative marketing methods and skills.	Ed Bond, President, Bond Brothers Margret Neil, Consigli Construction Kristine Gorman, Jacobs
4/7	<b>Improving Writing Skills.</b> Increasing email skills, impact, efficiency, results. Writing reports more clearly, logically, quickly, thoughtfully. Blogs and print, chronicling projects, tasks, experiences.	William Ronco, Gathering Pace Chris Floyd, CE Floyd
4/20	<b>Legal and Ethical Issues Now</b> The top 10 issues that trigger legal and ethical problems for young professionals. Liability and Risk. Negotiating a contract. What happens when you go to court.	Timothy Grobleski, Cannon Design Charles Antone, Bldg Enclosure Science
5/5	<b>What Clients Really Want.</b> How contractors and architects misunderstand, frustrate clients. What keeps clients up at night. Responding to client needs in different market sectors. How to increase client satisfaction and repeat business.	Maggie O'Toole, LabCentral Jonathan Hayward, Partners Health Care Ralph DeFlorio, Harvard University Chris Cronin, Town of Andover
6/8	<b>Managing Finances.</b> Increasing project cost controls and profit. Spotting, addressing project financial problems quickly. Understanding company finances, your role and impact as a young contractor.	Scott Lerner, Consigli Construction Mark Paronich, Delphi Construction David Sullivan, DGC Accountants
7/15	<b>Improving Presentation Skills.</b> Increasing skills, comfort, confidence and influence. Starting with Why. Presenting more persuasively, easily. Telling a compelling story. Presenting less, discussing more. Improving Q & A for full engagement.	Toni Loiacano, Cannon Design Kathy McMahon, National Building
9/15	<b>Leading Change.</b> Building Forensics. The current state of Lean. Real continuous improvement. Extreme fabrication. 7 reasons why people resist change. How, when and why to initiate change in your own role.	Jason Jewhurst, Bruner Cott Siggy Pfendler, Columbia Construction Shawn Guertin, TG Gallagher
10/27	<b>From Manager To Leader.</b> Defining, achieving the next level in your career growth. Getting, using a 360 survey of your own effectiveness. Building both strategic and collaborative leadership competencies. Identifying and improving key leadership behaviors.	Roger Goldstein, Goody/Clancy Matthew Brett, Partners Health Care Marc Truant, MIT

## What do past YDPDI Participants have to say about the Program Benefits?

*"One of the greatest benefits of YDPDI for our firm's participants is the opportunity to observe and learn from other firms. Interacting with their peers from other companies gives our employees great perspective on things we do well, as well as on things that we can do better. YDPDI also provides them with an outlet for ideas, frustrations and problem-solving in a neutral, supportive environment."*

**Carol Gillen, Partner, Sierra Architects**

*"YDPDI has been incredibly valuable for my career development. The sessions had a variety of speakers and mentorship opportunities that helped me define my career trajectory. The most valuable workshop for me was the writing workshop, where I connected there with another participant and we submitted an abstract to the ABX 2020 conference. To our surprise, it was accepted! Overall, I highly recommend YDPDI for all emerging professionals!"*  
**Arielle Scher, Designer, HGA Architects and Engineers**

***"Our investment over many years in training our young staff in the BSA's Young Designers Professional Development Institute has contributed significantly to the firm's success. I heartily encourage any firm that is not yet investing resources in this area to do so."***  
**Jim Collins, Senior Principal, Payette**

*"When I started YDPDI I was acutely aware of the information gap at this phase in my career. I was managing projects and people without any formal management training. YDPDI helps bridge this gap with classes focused on relevant topics in the design industry. The format and atmosphere foster an environment where students feel comfortable asking questions and sharing experiences. As a result of this I have become a better writer, leader and communicator. Most importantly, I have noticed the positive impact of these improved skills in my career."*

**Jen Taylor, Senior Designer / Manager, Stantec**

*"My favorite part of YDPDI was having a forum in which to meet colleagues in the engineering and construction industries. Open, friendly communication between the parties that comprise the AEC industry is key to successful building, and YDPDI sets the stage for just that. Bill thoughtfully organized our sessions, fostering meaningful dialogue between industries and mutual understanding of our various points of view. Working with the contractors and engineers, we learned how to adapt our own leadership styles to different situations. By pushing us to work through personal and work-related challenges, YDPDI strengthened our effectiveness as leaders."*  
**Jenny Ratner, Architect, Safdie Architects**

*"I really appreciated the breadth of topics that were covered over the year. Looking back on the program, it was nice that we started with a self-assessment and ended with a 360 review. There was a good mix of personal skill development, but also application of that development in a group setting. It was a great opportunity to gain perspective on a lot of issues that arise in the industry and understand different points of view in how to successfully deal with them. Being an architect, I found the sessions with clients, contractors, and non-design professionals most interesting because it exposed me to perspectives than I regularly interact with at this stage of my career."*

**Chris Winkler, Associate, Sasaki**

*"YDPDI provided a wide range of topics that helped me build up necessary skills toward leadership such as presentation, writing, and negotiation. More importantly, I reflected on my career path by communicating with young architects and contractors in other firms. The pace of the seminars is intense and exciting. One of my favorites is the marshmallow tower challenge for the Building High-Performing Teams session. I found the most effective way to learn is to practice what we have learned in a game-like competition."*  
**Wenji Ma, Architect, Shepley Bulfinch**

## YDPDI Registration

The first YDPDI session begins January 27, 2020, and enrollment is now open. Please complete a copy of this **registration form** for each registrant. Scan/email registration and payment information to Patricia Olshan, [polshan@architects.org](mailto:polshan@architects.org), or mail your payment to YDPDI, c/o BSA, 290 Congress Street, Suite 200, Boston, MA 02210.

For enrollment / registration questions, contact Patricia Olshan at the BSA 617-391-4007. For information about program content, contact Program Director William Ronco at [wronco@gatheringpace.com](mailto:wronco@gatheringpace.com) or 617-686-5005.

Participant Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### **Full Program - 12 sessions (check one):**

<b>For Non-BSA Members</b>	<b>For BSA Members*</b>
<input type="checkbox"/> \$4,500 for first registrant from firm	<input type="checkbox"/> \$3,500 for first registrant from firm
<input type="checkbox"/> \$3,500 for each additional registrant	<input type="checkbox"/> \$3,000 for each additional registrant
*Member rate applies to members of the Boston Society of Architects and employees of AIA member firms in Massachusetts	

### **\$350 Trial Session – LIMIT ONE session per person/per firm:**

<input type="checkbox"/> 1/27 - Planning Your Best Design / Construction Career	<input type="checkbox"/> 4/20 - Legal and Ethical Issues Now
<input type="checkbox"/> 2/10 - Building High-Performing Teams	<input type="checkbox"/> 5/5 - What Clients Really Want
<input type="checkbox"/> 2/24 - Improving Your Negotiations Skills	<input type="checkbox"/> 6/8 - Managing Finances
<input type="checkbox"/> 3/10 - Young Professionals HR Issues, Opportunities	<input type="checkbox"/> 7/15 - Improving Presentation Skills
<input type="checkbox"/> 3/25 - Effective, Comfortable Marketing & BD	<input type="checkbox"/> 9/15 - Leading Change
<input type="checkbox"/> 4/7 - Improving Writing Skills	<input type="checkbox"/> 10/27 - From Manager To Leader

\_\_\_\_ Enclosed is my check for \$\_\_\_\_\_ payable to Boston Society of Architects

\_\_\_\_ Please bill my credit card:      \_\_\_\_ Visa      \_\_\_\_ MasterCard      \_\_\_\_ Amex

Credit Card Number: \_\_\_\_\_

Credit Card Expiration Date \_\_\_\_/\_\_\_\_      Credit Card 3-digit Security Code \_\_\_\_\_