

# YDPDI 2021

## 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 Siggie 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**