

# Young Designers Professional Development Institute Presents: YDPDI 2022

## 12 Business & Leadership Skills Sessions (January – September)

Winner, AIA Emerging Professionals Program of the Year Award



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### 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
- 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

*"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 program to do so."*

*Jim Collins, Past President and Partner, Payette*

## Online or Live Programs in 2022?

Given the Covid-19 uncertainties at this time, we're planning most sessions to be online. To mitigate the constraints of online programs, last year we added a Group Projects feature and included two participants from outside New England. The Group Projects, with each group featuring a mix of designers and contractors, enabled participants to easily build relationships with peers. The participants from outside New England – a landscape architect from Florida and a drywall subcontractor from North Carolina – added useful perspective and depth to all our sessions.

## 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.

## **2022 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>Accelerating Your Design / Construction Career.</b> Clarifying and fully implementing your career goals. Building on your strengths, addressing your weaknesses. Form YDYDPDI Project Groups.	Bill Aalerud, Columbia Construction Leila Kamal, HGA
2/11	<b>Building High-Performing Teams.</b> Addressing <i>predictable</i> team problems. The wisdom of the team v. groupthink. Improving everyday meetings results. Fully engaging <i>every</i> team member.	Marc Truant, MIT Jason Nicastro, Isgenuity
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.	Matthew Brett, Mass General Hospital Scott Petit, WSP
3/8	<b>HR Issues, Opportunities</b> HR knowledge young professionals must have: legal rights, boundaries. Why and how to ask for raise. Getting the most from your performance appraisal.	Chris Lind, Payette Diana Hasan, CE Floyd Kathy Freitas, Bond
3/31	<b>Improving BD, Marketing and Writing Skills. 7 ways to improve your emails.</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 Kristine Gorman, Jacobs
4/21	<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.	Alexandra Gordon, Esq, Hinckley Allen Rebecca Raphaelson, Esq, Mintz
5/10	<b>What Clients Really Want.</b> How contractors and architects frustrate clients. Learning and responding to what keeps clients up at night. How to increase client satisfaction and repeat business.	Adam Milne, Biolabs Marc Truant, MIT Janet Chrisos, MSCBA
6/2	<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.	Mike Glynn, Glynn Electric Mark Paronich, Ver-Tex
6/21	<b>Improving Presentation Skills.</b> Increasing skills, comfort, confidence and influence. Starting with Why. Telling a compelling story. Present less, discuss more. Improving Q & A for full engagement.	Kathy McMahon, National Building Tom Buie, Commodore Building
7/14	<b>Leading Change.</b> Building Forensics. The current state of Lean. Real continuous improvement. Extreme fabrication. 7 reasons why people resist change. How, why to initiate change in your own role.	Siggy Pfindler, Columbia Construction Shawn Guertin, TG Gallagher
8/2	<b>From Manager To Leader: Your Next Steps</b> Using a 360 Leadership Survey to clarify your strengths and weaknesses. Exploring alternate development paths. Setting, <i>achieving</i> your key goals.	Lori Cowles, HMFH Shawn Gallant, Columbia
9/14	<b>Group Projects: Present, Discuss, Celebrate</b> Project Groups present their topics, facilitate discussion with participants, discuss lessons learned, IMHOs and action steps	Participants' invited colleagues, managers and clients

Program Leaders William Ronco, Ph.D., Colin Milberg and Toni Loiacano, AIA facilitate all sessions

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

*"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. 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*

*"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*

*"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*

*"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*

## What do Firms 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*

*"Many individuals from TG Gallagher have attended the YDPDI program and benefited greatly not only from the variety of skills attained but, more importantly, from networking with other young professionals from the architectural, engineering, and construction industry."*

*Shawn Guertin, Chief Operating Officer, TG Gallagher*

*"Elaine's investment in our employees through YDPDI is not only a smart investment in our business, it's a reflection of our commitment to our clients through continuous improvement."*

*William Morash, Executive Vice President, Elaine Construction*

*"Bond participates in the program to give our young professionals a chance to learn from some of the best and the brightest in the industry in a meaningful way. The opportunity to share knowledge and experiences has proven invaluable to our people."*

*Kathleen Freitas, SPHR, SCP Director of People Strategies, BOND*

## YDPDI Registration

The first YDPDI session begins January 27, 2022, and enrollment is now open. Please complete this **registration form**, scan/email registration and payment information to: Patricia Olshan, [polshan@architects.org](mailto:polshan@architects.org)

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 1 \_\_\_\_\_  
Participant Email 1 \_\_\_\_\_  
Participant Name 2 \_\_\_\_\_  
Participant Email 2 \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail contact \_\_\_\_\_

For Non-BSA Members	For BSA Members*
___ \$4,500 for first registrant from firm	___ \$3,500 for first registrant from firm
___ \$3,800 for each additional registrant	___ \$2,500 for each additional registrant
*Member rate applies to members of the Boston Society of Architects and employees of AIA member firms in Massachusetts	

### ***If paying by credit card:***

PAYMENT TYPE: Amex \_\_\_ MC/V \_\_\_ Discover \_\_\_  
CREDIT CARD #: \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_  
BILLING ADDRESS: \_\_\_\_\_ SECURITY CODE \_\_\_\_\_  
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NAME ON CARD: \_\_\_\_\_

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DATE

### ***If paying by check:***

Please mail check to: BSA/AIA  
PO Box 847152  
Boston , MA 02284-7152

Please indicate "YDPDI" in Memo section