

MASTERING THE BUSINESS OF DESIGN Programs

- Three Programs designed to meet the evolving needs of three professional experience levels.
- Interactive & intensive 2-day workshops focus on Associate, Sr. Associate/New Principal or Sr. Principal level business issues

Greenway Group
Foresight for the business of design

The Imperative to Master the Business of Design

Design firm leaders cite the ongoing need to continually strengthen their leader's business management and entrepreneurial expertise.

Leading a healthy design firm over the long term is not entirely about being an expert architect, designer, or engineer--- it's also about developing leaders with the ability to master the twists and turns of a changing workforce and dynamic business environment to ensure the long term viability and success of the firm.

An emphasis on training and continuous learning is central to preparing for and mastering leadership and/or principal roles.

Greenway offers three programs for progressive levels of experience to help current, future, and developing leaders thrive in their roles.

What to Expect from Greenway Programs...

- Small class size ensures customized 1-1 interaction with instructors
- Develop a solid understanding of the core business issues that current and future principals and owners need to know.
- Master the Principles of 'Principal-ship'
- Understand Key Financial Management Skills and Priorities
- Build Organizational Awareness and Team Management Skills
- Improve Facilitation and Presentation Skills
- Discuss Leadership Challenges and Strategy Options with Peers and Expand Your Network
- Earn a Greenway MBD Program Certificate of Achievement

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**Registration Now Open for Level 2 Program
November 4-6, 2019**

Incomparable Learning Experiences

Greenway's Mastering the Business of Design Programs are all offered at the Broadmoor Resort situated at the base of Pikes Peak's purple mountain's majesty, in Colorado Springs. Workshops provide a small class interactive, customized immersive learning experience that promotes the exchange of ideas.

<p>Level 1</p> <p>TOPICS</p> <ul style="list-style-type: none"> • Fundamentals of Firm Finance • Management 201 • Facilitation/ Presentation <p>1 Designed For: Managers Associates</p>	<p>Level 2</p> <p>TOPICS</p> <ul style="list-style-type: none"> • Principles for Principals • Firm Finance to Enhance Value • Staff Engagement <p>2 Designed For: New Principals Sr. Associates</p>	<p>Level 3</p> <p>TOPICS</p> <ul style="list-style-type: none"> • Win with Strategy • Owner Transition & Succession • Lead a High Performing Board <p>3 Designed For: Sr. Principals Partners CEO's</p>
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Class Size: Limited to 12 participants

Faculty: Instructors include Greenway's Sr. Principals and Partners. The Greenway team brings talents and experience as business thought leaders, MBA's, CEO's, CFO's, and successful entrepreneurs.

TOPICS INCLUDE:

<p>LEADERSHIP</p> <ul style="list-style-type: none"> • Build Organizational Awareness and Strengthen Teams • Cross the Chasm from Peer Colleague to Principal • Manage the Competing Priorities of Seller, Doer, and Firm Leader • Dynamics of Leadership Succession <p>OPERATIONS</p> <ul style="list-style-type: none"> • Master Project Success Factors and Practices 	<p>FINANCE</p> <ul style="list-style-type: none"> • Design Firm Finance Mgt. Principles • Reconcile Design Values & Profitability • Risk Management <p>PRACTICE</p> <ul style="list-style-type: none"> • Persuasion Facilitation • Diversity Priority • Staff Engagement Strategies <p>MARKET DEVELOPMENT</p> <ul style="list-style-type: none"> • New Business Development Imperative • Client Experience Imperative
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TAKE THE NEXT STEP!

Level 2 Program Now Open for Registration (for new Principals & Sr. Associates)

Program Dates: November 04 - 06, 2019

Program Fee: \$3500 per person (includes 2 nights of accommodations at the Broadmoor, meals, and training materials)

CUSTOM PROGRAMS AVAILABLE

Custom Programs are a year round option for firms seeking a focused learning experience for a group of their current and developing leaders. A custom program ensures a uniform learning experience for your entire leadership team and gives you the opportunity to tailor the curriculum to your firm's needs.

For questions about the November 4-6, 2019 Level 2 Program or future 'Mastering the Business of Design' Programs or to customize a program for your firm, contact Greenway:

719.634.4770 or e-mail ndaniels@greenway.us

