



## Understand the **business** of architecture and interior design

Interactive Business Improvement Seminar Presentations by **Richard Pollack**

*Workshops are a minimum of one hour which can be expanded and/or combined, and they can also provide CEU credits*

### **But I'm not in Sales!**

A course in marketing professional services by an expert business developer – why do it, when to do it, how to do it. Topics include:

- Strategies for making business development more effective and more fun.
- How to develop and maintain a network for business development leads and how to build more productive client relationships.
- How to grow your own firm or how to become an indispensable marketing resource to your employer.

### **Am I the Boss Yet?**

Many architects and interior designers are interested in becoming owners of firms, but don't know how to get there. Learn from a senior practitioner describing the opportunities and pitfalls associated with firm ownership. Learn how to decide if ownership is for you and about the different routes to firm ownership – e.g. becoming a partner in an existing firm vs. starting your own new firm. Find out how to position yourself and develop your skills and resources to fast-track your career path to ownership.

### **Getting the Second Client**

This workshop leads to enhanced business development skills and marketing prowess. It includes the importance of ongoing and consistent business development to the firm's financial health, growth and reputation. Some of the detailed topics for exploration include:

- The skills, competencies and attitudes needed to be a “rainmaker” in a firm.
- How to focus the firm's resources and energies through targeted marketing strategies.
- Distinguish viable opportunities from worthless pursuits.
- Why network marketing is preferable to process marketing.
- How to differentiate your firm and activate specific strategies to dramatically improve opportunities.

### **More Effective Project Management**

Improve client satisfaction, firm revenue and profitability through superior project management techniques and metrics:

- Success in business is measured by profit.
- Money is not a bad word.
- Profit leads to compensation increase and bonuses.
- Project management and project managers are not evil!

## **Amazing Proposals**

Getting work requires writing amazing proposals that will get you to the interview. This workshop presents proven techniques for writing strong proposals that win work. This seminar is focused on senior designers, architects and principals, but is also valuable for those wanting to grow in the profession and become more valuable.

- How to best understand a Request for Proposal.
- Criteria to provide clear, strong, focused proposals.
- Details on content and organization.

## **Networking for Business Development**

This workshop is focused on learning the proven techniques for being more effective at business development networking. While addressing the needs of senior professionals, it is especially useful for those who are shy, introverted or are uncomfortable making new personal marketing connections. Learning outcomes will include:

- How to overcome natural discomfort, shyness and/or introversion to become more effective at developing strong business development networks.
- Understanding the importance of networking to business development activities.
- Laying the groundwork for future business development without a specific, immediate project to pursue.
- Creating a solid network that will follow you even after you have left a firm or changed careers.

## **Other Topics**

Specialized workshop / seminars can be developed to address an organization's particular needs and requirements.

## **Building a Sustainable Business Development Culture**

In order to ensure a firm's success there must be an unrelenting focus on securing new work for the firm. This seminar presents, in detail, the business development strategies and tactics that make firms grow successfully. Create a culture of Business Development throughout the firm in which all staff members can play a role. It explains how to nurture rainmakers through effective networking and the tools that support business development efforts and make them sustainable for long-term success. Attendees will learn to:

- Create a strategic business development plan.
- Establish the best tactics to support the strategy, and engage all staff in business development activities, including proposal writing.
- Institute an effective process to determine which potential project opportunities are appropriate to pursue.
- Differentiate their firm from all other firms.

## **Fantastic Presentations**

The primary reason for submitting a proposal is to get to the interview – the project is won there. This overview of extremely effective presentations will whet your appetite to learn more: including body language, transitioning from one presenter to another, unique actions that make you stand out among your competitors, not using PowerPoint (yep). When my firm instituted these techniques our win ration went from 33% to 67% over one year. You will learn:

- Organization.
- How to rehearse.
- Ensure that the potential client is the sole focus of the presentation.
- The best cookies to bring.

## Meet Richard . . .



**Richard N. Pollack**, FAIA, FIIDA  
**Pollack Consulting**

Richard began Pollack Consulting after transitioning Pollack Architecture (now Rapt Studio) to its next leadership generation. Pollack Consulting assists leaders in Architecture, Engineering, Contracting and allied professions grow their businesses – in recruiting, business development, revenue and profit.

Richard is a Fellow of both AIA and IIDA. A sought-after speaker, he has addressed groups including: IIDA; AIA (past National Chair of the Interiors Committee); Design Futures Council; the California College of the Arts (CCA); and CoreNet Global. He is a past International President of IIDA and served on the Board of the Architectural Foundation of San Francisco.

He has been featured in *Contract* magazine (monthly practice column for 2 years), *Interior Design* magazine, *Interiors + Sources*, *The Wall Street Journal* and *San Francisco Business Times*. He is an invited design competition juror, and his awards include IIDA's Leadership Award of Excellence and Service Provider of the Year from CoreNet Global.

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## Seminar References

### **Monica DeBartolo, Director of Programming, NeoCon**

“As the Director of Programming for NeoCon®, North America’s largest commercial trade show and conference for architects and designers, it is my pleasure to provide a recommendation for Mr. Richard Pollack.

Richard has presented on various topics for the A&D community at the NeoCon Regional Shows and NeoCon World’s Trade Fair since 2003. Richard has been an integral part of the NeoCon family of shows. He is highly regarded as a respected educator and industry leader among the roster of presenters, and program topics held at NeoCon. The presentations are consistently highly-rated by the attendees, and are presented to standing room only audiences.

Over the years, he has addressed relevant and timely practice issues that continue to be of great importance to the A&D community. I am confident that any organization will benefit greatly from his participation.”

### **Jaisree Sundar, Professional Services Coordinator, Architectural Institute of British Columbia (AIBC)**

From attendee evaluations:

- “Excellent candid advice from a seasoned vet.”
- “Great top-notch experience-based information.”
- “Accompanying stories and experiences provided excellent support and back-up to a great presentation.”
- “Although directed to aspiring young architects, the presentation is also great for Principals.”
- “Great session. Really liked the speaker!”

### **Amy Guhl, IIDA Great Plains Chapter**

From attendee evaluations:

- “... fantastic and topic of presentation was relevant, timely and forward thinking. I loved it.”
- “Awesome! The presentation was very engaging with universally applicable topics.”

### **Laura Harlos, Chair, Interior Design Institute of British Columbia**

“Richard is excellent, his experience in the industry, along with humour, makes the presentation one of the best I’ve attended, full of useful information!”

### **Nicole Etherington, Director of Content & Strategy, BUILDDEX Shows**

“I’ve had the pleasure of working with Richard Pollack as a speaker at BUILDDEX Vancouver. He is a true professional, exhibiting a high level of knowledge when it comes to subject matter and delivering it in an engaging and entertaining manner. We continuously get positive feedback from those in attendance at the seminars and look forward to working with him in the future.”

### **Matthew J. De Geeter, Vice President, Education and Engagement, ASID**

ASID has sought out Richard Pollack as a content provider for 2017 and 2018 at the largest ASID annual program, The Leadership Experience. His experience and expertise in leadership, firm management, and client engagement positions his professional development seminars to be highly valued by event attendees. To note, the 2018 seminar, “Amazing Proposals” was ranked in the top three of favorite attendee events.