

February 11, 2016

TITLE – WORKSHOP 2 – CONSULTANT TRACK

BEST PRACTICES FOR CONSULTANTS – SUSTAINABLE STRATEGIES FOR CONTINUED GROWTH

Description:

Session will be moderated by Minal Hahm, PE, CFM of M Squared Engineering, LLC. Panelists will be Ms. Harvind Singh of SINGH & Associates and Ms. Amanda Zacharias of Alfred Benesch & Co. All three women have experiences growing their firms/offices from various stages. This will be an interactive panel discussion amongst consultant CEO's who have hands-on experience with growing pains, marketing strategies, finances for small business, and other relevant topics to help small firms gain insight.

1. Nate Czech (DOT) Chief Statewide Consultant Engineer

2. General

- a. Broad service sectors vs. specialized
- b. How did you break into additional markets / or have you?
- c. Do you hire specialists or train from within?
- d. How did you become successful in getting DOT prime work?
- e. HR topics – Millennials/new generation in a digital world (cell phone usage, net surfing, motivation, etc.)
- f. Training your staff
- g. Policies on PTO vs. vacation plus sick.
- h. Employee morale – how far do you take it?
- i. Website

3. Marketing strategies

- a. Do you take the time to set up a plan and associated budget?
- b. Justifying memberships in various groups (tips?)
- c. Other tips

4. Financial/accounting

- a. Getting the right accountant
- b. Finding the right staff
- c. Software recommendations
- d. Other tips