

BUSINESS DEVELOPMENT CERTIFICATION PROGRAM



The **first** Business Development Certification Program.

Be one of the first to register and set yourself apart!

The Certified Business Developer (CBD) curriculum is designed to elevate, educate and empower you the BD professional and your organization. The value of a CBD to the individual and organizations are many, a few being:

- Becoming A Subject Matter Expert
- Elevated Industry Knowledge
- Instructors with Eclectic Experience
- Maximize the ROI on BD Investment
- Understand what is important to your Operations Team
- Learn Best in Class Revenue Generating Techniques

BD Guild has teamed with the Alliance for Construction Excellence (ACE), an out-reach center in Arizona State University's Del E. Webb School of Construction. ACE is the premier forum for innovation and provider of education and collaboration for the design and construction industry.

The course has been designed in 6 modules each encompassing 2-3 topics. Each module is designed to last 4 hours and repeated every 6 months. The cost for full training and certification is \$1800.00 for members and \$1999.00 for non-members.

The Business Development GUILD

Your Voice for Business Development and the Bridge Between BD and Operations

The Business Development Guild, LLC | 10645 North Tatum Boulevard, #C200-241 | Phoenix, AZ 85028

CERTIFIED BUSINESS DEVELOPER CURRICULUM AND LEARNING OBJECTIVES

Module 1:

Tuesday, May 16, 2017, 11:30 - 5:00 PM
Esplanade E Center (Free Valet Parking)
2501 East Camelback Road, #50, Phoenix, AZ 85016

Market Research: The Fundamentals (90 Minutes)

Instructors: Julie Stanton, Site Plus, LLC and Deirdre Gilmore, Principal, Tank Girl Marketing
Learning Objectives:

- Best practices in Market Research
- Targeting the right clients
- Assessing Market Size
- Assessing Market Needs
- SWOT Analysis/Competitive Analysis

Students will learn the newest methods to conduct market research and to create plans that are used and updated to reflect market conditions.

Business Models (90 Minutes)

Instructor: Rock Rickert, Director of Business Development, Archicon
Learning Objectives:

- Identify business model that best work for your company
- Seller/Doer Model, Business Development Model, Pros and Cons;
- Strategic Delivery Partners
- Vertical Integration and Self Performed Work
- Business Development Led Community Outreach and Involvement

Students will learn which model best fits their organization's size, budget and plans

Project Delivery Methods and Delivery Strategies (90 Minutes)

Instructor: Wylie Bearup, Arizona State University
Learning Objectives:

- Advantages/Disadvantages of each: JOC, CMAR, Design/Bid/Build, Design/Build
- The delivery strategies of Integrated Project Design and Public Private Partnerships
- Target Base Design

Students will learn how delivery methods and strategies are essential to understand how to best position your company to deliver the project and how to win work understand the unique nature of each delivery method.

CERTIFIED BUSINESS DEVELOPER CURRICULUM AND LEARNING OBJECTIVES

Module 2:

Tuesday, June 20, 2017, 11:30 - 4:00 PM
Worktuity
2390 East Camelback Road, Phoenix, AZ 85016

Action Planning. Marketing and Business Development Roles / Definition (90 Minutes)

Instructor: Don Helton, Director of Business Development, Brycon Construction

Learning Objectives:

- Learn differences/nuances between Business Development and Marketing roles
- Define Business Development roles and expectations-best practices, time lines and commitment to a Business Development Culture
- What skill set differentiate the two and are the skill sets interchangeable
- Combo position-is it sustainable
- How Business Development best works together with operational counterpart, best practices in communications between departments

Students will learn the stark and subtle differences between Marketing and Business Development roles, responsibilities, skill sets. Best practices in harnessing the power and persuasive abilities of both to benefit the client and the bottom line expectations of the team.

Business and Strategic Planning (90 Minutes)

Instructor: Beth Harmon Vaughn, Principal, Office Director, Gensler

Learning Objectives:

- Learn different planning definitions
- Level of detail Needed
- Timeline and utilization of planning. Who should participate and why. Desired outcomes
- Best practices

Business Developers are called upon to either drive or participate in the business and strategic planning process. Learn how to get the plans off the shelf and make them work best to drive action in your organization and how to put together the best of class plans-students will learn the best way to motivate teams to participate to create plans that work.

CERTIFIED BUSINESS DEVELOPER CURRICULUM AND LEARNING OBJECTIVES

Module 3:

Tuesday, July 18, 2017, 11:30 - 4:00 PM
Worktuity
2390 East Camelback Road, Phoenix, AZ 85016

Budgeting and Operations in Business Development (90 Minutes)

Instructor: Tammy Carr, Principal, Mortenson

Learning Objectives:

- How to create a budget
- Communicating budget to team
- Tracking budgets
- Internal team roles in process
- Hiring a Business Development person requires additional staff/support

Students will learn best practices in budget creation and tracking and how best to deliver and enforce budget guidelines to your team. Learn how to anticipate hidden budget busters and to forecast accurately with fewer contingencies.

The Development Stages of a Project (90 Minutes)

Instructor: Mark Stapp, Arizona State University, MRED

Learning Objectives:

- What is a developer?
- Learn from concept to completion the various stages of development
- Make up of team-what works best to secure funding
- Definition of skin in the game
- When the best time to engage
- Finding Money, Developer Assist
- When to walk away

Students will learn the importance of funding and what a "Real Deal" is versus a dream. Save your company time, money and resources with a clear understanding of what constitutes a solid project endeavor.

CERTIFIED BUSINESS DEVELOPER CURRICULUM AND LEARNING OBJECTIVES

Module 4:

Tuesday, August 15, 2017, 11:30 - 4:00 PM
Esplanade E Center (Free Valet Parking)
2501 East Camelback Road, #50, Phoenix, AZ 85016

The Business of Construction (90 Minutes)

Instructor: Jeff Fairman, Employment Specialist, City of Avondale
Learning Objectives:

- How construction companies make money
- Define construction process
- Risk Assessments, Bonding
- Change Orders
- Assumptions
- Conceptual Design
- Project goals, savings, incentives

Students will learn the business of construction and how what business development does contributes to the bottom line. Understanding the goals of the company that business developers represent will enhance the decision making process and awareness of project and client issues with the business of construction and profits.

Ethics, Politics and Business Development (90 Minutes)

Instructor: Dean Howard, Principal, Howard Partners
Learning Objectives:

- Create an ethics standard/culture for you and your company
- What politics mean in a selection process
- How to identify hidden agendas and navigate political and ethical challenges
- How to create win-win scenarios

Students will learn how to navigate political hurdles from the Entering New Markets to the GO/NO GO to project pursuit and capture.

CERTIFIED BUSINESS DEVELOPER CURRICULUM AND LEARNING OBJECTIVES

Module 5:

Tuesday, September 19, 2017, 11:30 - 5:00 PM
Esplanade E Center (Free Valet Parking)
2501 East Camelback Road, #50, Phoenix, AZ 85016

Return on Relationships (90 Minutes)

Instructor: Cynthia Wrasman, Principal, Kelfi Catalyst
Learning Objectives:

- What are the types of relationships needed to win work
- Authenticity and Leveraging points
- Understand investment in Business Development
- Identify best use of time and resource management
- Identify key client types, pursuits
- Timeline for return on relationships

Students will learn how to communicate with operations where to spend resources to best maximize the business development investment. Learn how to communicate the timelines needed for the BD investment to pay off exponentially.

Know Your Leadership Style and that of others (90 Minutes)

Instructors: Rebecca Timmer, Business Development, Dibble Engineering
Tim Phillips, Director of Ordnance Operations, Arizona Department of Emergency and Military Affairs
Learning Objectives:

- Self-awareness of your top "talents" and leadership style
- Leveraging your talents
- Understanding others' talents
- Define the total experience of working with you
- Creating positive impressions
- People work with people they like and trust
- Giving back

Students will learn how to use their natural and authentic approach to building relationships. Instructors will help students identify their individual talents and leadership style to best serve their company, clients, and communities.

Leveraging Your Network (90 Minutes)

Instructors: Joe McGovern, Managing Principal, The McGovern Group
Sue Sylvester, Vice President of Business Development, Johnson Carlier
Learning Objectives:

- Define Networks
- Mapping Networks
- Build your network
- Help teams build their networks
- Why Leveraging Works
- How to Leverage
- The Care and Feeding Your Network

Students will learn the importance of building their networks, assisting coworkers in networking strategies and helping delivery partners build networks.

CERTIFIED BUSINESS DEVELOPER CURRICULUM AND LEARNING OBJECTIVES

Module 6:

Tuesday, October 17, 2017, 11:30 - 4:00 PM
Worktuity
2390 East Camelback Road, Phoenix, AZ 85016

Project Funding 101 (90 Minutes)

Instructor: David Van Slyke, Vice President, US Bank
Learning Objectives:

- What are the various funding mechanisms
- The importance of funding
- Trends in funding
- Demographics
- Team experience factor
- Public Private Partnerships in execution and implementation

Students will learn about funding mechanisms to assist clients in project fruition. Topics will include information on what lenders look for in teams and project viability.

The Anatomy of a Chase (90 Minutes)

Instructor: Mike Vallenari, MCR, SLCR, Principal, Business Development, GNU Group
Learning Objectives:

- Launching a pursuit
- Teaming to Win
- Homework
- Strategy
- Differentiators
- Chemistry
- Resumes
- Challenges and Solutions
- Debrief
- Shadow Projects

Students will learn how to use all modules to successfully understand the origination of a pursuit and how to implement the lessons learned to turn the lead into a real , profitable project win and a client for life.

CERTIFIED BUSINESS DEVELOPER CURRICULUM REGISTRATION

First Name: _____ Last Name: _____
 Designation(s): _____ Position/Title: _____
 Company/Organization: _____
 Email: _____ Mobile/Home Phone: _____
 Address: _____ City: _____
 State/Province: _____ Birth Month: _____
 Zip/Mail Code: _____ Country: _____
 Business Phone: _____ Business Fax: _____

Course Information:

The Certified Business Developer curriculum consists of 6 modules. Each module is \$400 for members and \$450 for non-members. The entire curriculum, including all 6 modules, is a steal at \$1800.00 for members and \$1999.00 for non-members. Please select the module(s) you are interested in attending:

Module 1 ___ Module 2 ___ Module 3 ___ Module 4 ___ Module 5 ___ Module 6 ___

Payment Information:

___ American Express ___ Discover ___ MasterCard ___ Visa
 Card Number: _____
 Exp. Date (M/Y): Authentication # (3-4 digit # on front or back of card): _____
 Card Authorized Name: _____
 Card Billing Street Address: _____
 Card Billing City, State: _____ Card Billing Zip/Mail Code: _____
 Authorized Signature: _____
 ___ Enclosed is check # _____ in the amount of US\$: _____

Please visit our website at www.businessdevelopmentguild.com or call 602-418-3949 if you have any questions.