



The Professional Engineer Leadership Institute is offered exclusively to members of the Iowa Engineering Society

# LEadership Institute

The Iowa Engineering Society PE Leadership Institute is now in its fifth year and it just keeps getting better and better.

This is your opportunity to be part of a unique learning experience. You are invited to join a select group of Iowa Engineering Society members in the only leadership class in Iowa aimed at the practicing professional engineer. The PE Leadership Institute is aimed at giving practicing professional engineers the leadership skills needed to succeed in this demanding profession.

These programs will be tailored for the professional engineer with 7-10 years experience who is looking to advance their careers.

You will have the opportunity to:

- Dialogue with other key leaders in the engineering community
- Apply what you learn to enhance your own personal leadership skills
- Shape the future of the engineering profession in Iowa
- Use what you have learned to benefit your employer, your profession and your career
- Explore ways to inspire and motivate those around you

**Participants will earn 40 Professional Development Hours**

Deadline for Nominations is September 16, 2019. Class size is limited to no fewer than 12 and no more than 20 participants.

Iowa Engineering Society, 100 Court Ave, Ste. 203, Des Moines, IA 50309  
515-284-7055 email: [info@iaengr.org](mailto:info@iaengr.org)



The Professional Engineer Leadership Institute is offered exclusively to members of the Iowa Engineering Society

# LEadership Institute

## PE Leadership Schedule for 2019-2020\*

|  |   |
|--|---|
| <p><b>November 6, 2019</b></p> <p><b>Championing Innovation and Leading Change</b></p> <p><b>9:00 a.m. to 4:00 p.m.</b></p> <p><b>Location:</b><br/><b>Tero International</b><br/><b>1840 118<sup>th</sup> St. Clive, IA</b></p> <p>Lunch will be provided for an informal discussion among participants</p> | <p>It doesn't take a leader to notice an opportunity or a problem. It doesn't take a leader to have ideas on how to leverage the opportunity or solve the problem, but it does take a leader to mobilize people to innovate and take action. Innovation is not a magical power that some possess and most despair of ever understanding. Innovation is simply the process of seeing things in a new way and embracing the process of change.</p> <p>Change is an obvious and undeniable fact of life. Change simply means moving forward and not standing still. The most successful leaders are those who don't run from change, but turn it to their advantage.</p> <p>There are a lot of reasons changes fail. Each failed change has its own special blend of things gone wrong. One common element to many failed change efforts is leaders enter it without adequately understanding how to lead the process of change.</p> |
|--|---|

|  |   |
|--|---|
| <p><b>Class Dinner</b></p> <p><b>5:30 p.m.-8:00 p.m.</b></p> <p><b>Location TBD</b><br/>Attendees pay their own meal costs; refreshments are included in registration fee.</p> | <p><b>Leadership Training Learning Objectives</b></p> <ul style="list-style-type: none"> <li>• Learn to create challenging goals that energize and inspire others</li> <li>• Responsibly challenge the status quo and conventional practices</li> <li>• Experiment and take smart risks to achieve innovative and effective solutions</li> <li>• Demonstrate a bias for taking action and doing things proactively</li> <li>• Confront common misconceptions about change</li> <li>• Discover the most common mistakes in handling change</li> <li>• Understand the role of emotions in change</li> <li>• Learn useful tips for engaging others in the process</li> </ul> <p>Be prepared for an interactive evening where you will learn more than you can imagine about yourself and your fellow PE Leadership Institute participants. We promise; this will be a fun night!</p> |
| <p><b>November 7, 2019</b></p> <p><b>Finding Your Moral Compass</b></p> <p><b>Presenter: Wes Ehrecke</b></p> <p><b>8:00 a.m. -10:00 a.m.</b></p>                               | <p>When in doubt, do what's right! You already know what's right; sometimes it's the doing that's tough. This program is aimed at helping you do the right thing when it may be easier to turn a blind eye.</p> <p>Sometimes, the differences between ethics and culture may fall into a gray area – but the differences between right and wrong should always remain crystal clear.</p>  |

|  |   |
|--|---|
| <p><b>Establishing a Culture of Business Development in Yourself and Your Firm</b></p> <p><b>Presenter: Mike Lally, P.E.<br/>Olsson Associates, Kansas City, MO</b></p> <p><b>10:45 a.m. -12:00 p.m.</b></p> <p><b>Location – Shive-Hattery, Inc.<br/>4125 Westown Parkway<br/>West Des Moines, IA</b></p>   | <p><b>Business Development</b><br/>Instilling and encouraging a strong business development culture in your firm makes great business sense...and a great path to success for yourself.</p> <p>It can prove to be an important differentiator and can positively influence the firm’s project delivery, hiring and recruiting, and career development processes. Developing a business development culture requires understanding the distinction between marketing and business development, exposing false common business development myths, recognizing the many ways in which technical staff can contribute to the business development process, and investing in strategies that yield the highest return on investment.</p> |
| <p><b>January 9, 2020</b></p> <p><b>Project Financial Management</b></p> <p><b>Presenter: Lee James<br/>Lee James &amp; Associates<br/>Denver, CO</b></p> <p><b>9:00 a.m. -5:00 p.m.,</b></p> <p><b>Location- Shive-Hattery, Inc.<br/>4125 Westown Parkway<br/>West Des Moines, IA</b></p> <p>Lunch will be provided for an informal discussion among participants</p> | <p>This is an extensive training program on financial management aimed specifically at engineers:</p> <ul style="list-style-type: none"> <li>• Ten Commandments of project financial management</li> <li>• Appropriate pricing and case studies</li> <li>• Proper contracting</li> <li>• Successful project meetings</li> <li>• Time and expense reporting</li> <li>• Preparing financial reports</li> <li>• Billing &amp; collections</li> <li>• Addressing contract changes</li> <li>• Win/Win/Win Outcomes</li> </ul>  |

|  |   |
|--|---|
| <p><b>January 10, 2020</b></p> <p><b>Win/Win/Win Negotiating</b></p> <p><b>Presenter: Lee James<br/>Lee James &amp; Associates<br/>Denver, CO</b></p> <p><b>8:30 a.m. -4:00 p.m.</b></p> <p><b>Location: Shive-Hathey, Inc.<br/>4125 Westown Parkway<br/>West Des Moines, IA</b></p> <p>Lunch will be provided for an informal discussion among participants</p> | <p>The success of any project greatly depends on what has been agreed to before the project begins – and as the project develops. Knowing how to negotiate in a fair manner so all the parties involved feel they have entered into a win/win agreement is crucial. This program will cover:</p> <ul style="list-style-type: none"> <li>• Win/Win approach</li> <li>• Ten Tenets of Negotiating</li> <li>• Identifying your current negotiating skills</li> <li>• How to plan and prepare for the negotiation</li> <li>• Doing the negotiation – determining authority, asking for and making concessions, deadlines</li> <li>• Never accept the first offer</li> <li>• Adjourning caucusing, recessing</li> <li>• How to leave the door open</li> <li>• Pricing, billing and collecting</li> </ul>   |
| <p><b>March 12, 2020</b></p> <p><b>Executive Presentation and Media Skills</b></p> <p><b>Presenters: Scott &amp; Allison Pope</b></p> <p><b>9:00 a.m. – 4:00 p.m.</b></p> <p><b>Location: Shive-Hattery, Inc.<br/>4125 Westown Parkway<br/>West Des Moines, IA</b></p> <p>Lunch will be provided for an informal discussion among participants</p>               | <p>This program has been identified as the most popular and valuable programs of the PE Leadership Institute.</p> <p>Some people seem to know just what to say and how to say it – even when under the pressure of the spotlight. Whether your audience is a small town city council or thousands watching you on the evening news, you must know what your message is and how to deliver that message in the most straight forward and believable manner as possible.</p> <p>Two former television news personalities will turn the camera lights on you! After training and taped examples of success and failures</p> <p>It will be time for you to go live in front of the camera. Each participant’s presentation will be reviewed and critiqued. You will receive a DVD or flash drive of your practice session for future review and practice. You will also receive a free copy on the trainer’s book on presentation skills.</p> |

|  |  |
|--|--|
| <p><b>Class Dinner</b></p> <p><b>5:30 p.m.-8:00 p.m.</b></p> <p>Location TBD<br/>Attendees pay their own meal costs; refreshments are included in registration fee.</p>  | <p>Be prepared for an interactive evening where you will learn more than you can imagine about yourself and your fellow PE Leadership Institute participants. We promise; this will be a fun night!</p>  |
| <p><b>March 13, 2020</b></p> <p><b>Engineering Contracts and Risks</b></p> <p><b>Presenters:</b><br/><b>Jeff Stone; Simmons Perrine Moyer Bergman, Attorney at Law and Nick Maletta; Holmes Murphy Insurance.</b></p> <p><b>8:30 a.m. -12:00 p.m.</b></p> <p><b>Location: Shive-Hattery, Inc.<br/>4125 Westown Parkway<br/>West Des Moines, IA</b></p> | <p>Nick Maletta from Holmes Murphy, the largest professional liability insurer for engineers and architects in Iowa will join with IES lawyer Jeff Stone to discuss engineering contracts and red flags in proposals. You went to school to be an engineer, no one ever told you the business side of engineering would be the hard part.</p> <p>As problem solvers, engineers often rush in to assist on problem projects. But with troubled projects comes risk of assuming responsibility for pre-existing design defects. This session offers practical advice and risk management strategies.</p> |
| <p><b>May 5, 2020</b></p> <p><b>Diversity Matters!</b></p> <p><b>Presenter: Melynda Decarlo,<br/>The Meyvn Group</b></p> <p><b>1:00 p.m. – 2:00 p.m.</b></p> <p><b>Location: Hilton Garden Inn<br/>8600 Northpark Drive<br/>Johnston, IA</b></p>   | <p>Companies with a strong Diversity and Inclusion strategy have a competitive advantage and outperform others in the industry. While the workforce has changed, the workplace has not. It takes planning, preparation, education, and commitment to create a culture of inclusion. This hour will help you become the Employer of Choice.</p>   |

|   |   |
|---|---|
| <p><b>Meet leaders in the Iowa engineering community.</b></p> <p><b>2:15 p.m. - 4:30 p.m.</b></p> <p>(NOTE: This is the day prior to the Iowa Engineering Annual Symposium where the PE Leadership Institute participants will be honored at the luncheon on May 6, 2020 at the Hilton Garden Inn- Johnston.)</p> | <p>This section will expose you to the leaders and founders of some of Iowa's most successful engineering companies. We will talk management styles and skills, leadership qualities and what you can do to make sure you're on the path to success.</p> <p>This program has been offered in past PE Leadership classes and it has demonstrated there is no "one correct path" to success and although there be numerous paths open to us, leaders will recognize the opportunities that avail themselves to us all, but only a few will grasp.</p> |
|---|---|

\*Schedule is subject to minor changes.