



Mastering the Shortlist Interview: Virtual Session

Oct. 26, 12:00-2:00 p.m.

SAMESBC.ORG



@SAMENATIONAL



@SAME_NATIONAL

| #SAMESBC22



"SOCIETY OF AMERICAN MILITARY ENGINEERS"





BE... THE WINNING PRESENTATION

Dena Wyatt | marketingevolutionsinc.com

Meet Your Trainers

On-Site



Dena Wyatt - Coach, Trainer, Author
Marketing Evolutions, Inc.

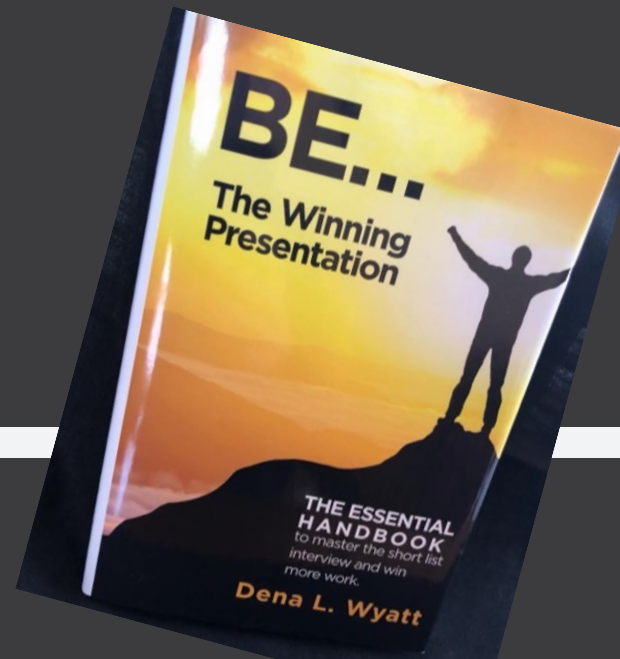
dena@marketingevolutionsinc.com

303.424.9462

Colorado Native

Born to Ski

I HATE to lose



Misty Thurman
Elevate Market Advisors
SAME Tulsa Post Board Member
Competed over 100 pursuits for
Government Agencies
Die Hard Sooners Fan
Currently on an African Safari



Meet Your Facilitators for November 1, 2022



Martha Weekley, VP
Operations
FFE Engineering
Architecture

Clean a fish with her
eyes closed
Sold toilet paper to the
US Capitol



Stephanie Heibel,
Federal BD Manager
RLF Architecture
Engineering Interiors

Die Hard Cornhusker
Fan
SLOTHS are favorite
animal



Jodi Miler, Federal
Capture Manager
RLF Architecture
Engineering Interiors

Loves to ride horses on
vacation
Bucket List vacation—
African Safari



Kristen Miller, Marketing
Coordinator
FFE Engineering
Architecture

Loves to fall off horses
Studied in London
Loves to travel – been to 9
countries so far...



POLL QUESTION

WHAT IS YOUR ROLE IN PRESENTATIONS?

1. I'm one of the presenters.
2. I help plan, organize, and prep the team.
3. I do both.

TODAY'S TOPICS

HOW TO DIFFERENTIATE YOUR TEAM
HOW TO CONNECT WITH THE LISTENER
MORE PERSUASIVE COMMUNICATION





WHAT IS **THE PURPOSE** OF A PRESENTATION?



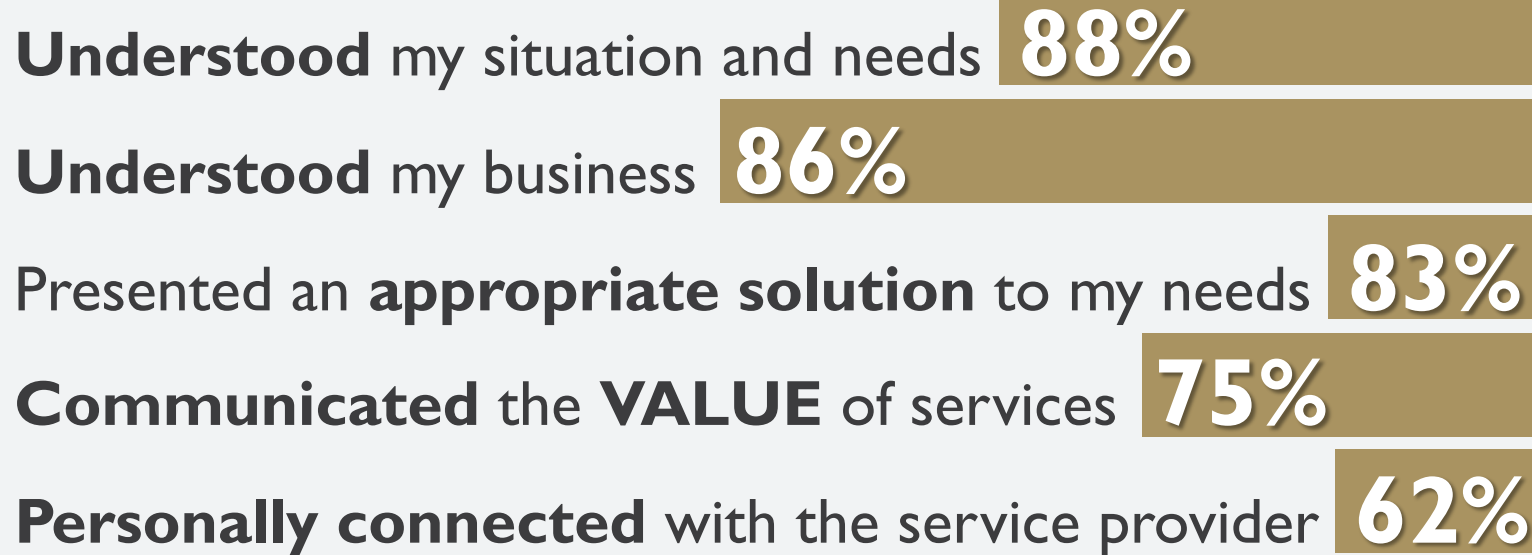


PERSUADE

CONVINCING SOMEONE
YOU ARE THE RIGHT
CHOICE TAKES ENERGY,
LIKEABILITY & TECHNICAL
COMPETENCE

HOW TO SUCCEED

Why Clients Choose You*



Rain Group Study*

WHAT CLIENTS SAY...

“We don’t want a sales presentation – we want to see how you answer our questions and what you know about our project.”
We want you to follow the items in order so we can easily follow along and score.”



WHAT CLIENTS SAY...

“Follow directions. If we tell you to only bring two people, only bring 2 people. And, if we ask you to bring a certain position, that person needs to be there.”

WHAT CLIENTS SAY...

*“There was **no team culture**.
You seemed disorganized and
like you didn’t know one
another.”*

WHAT CLIENTS SAY...

*“The team was flat – **they lacked enthusiasm and passion** for our project.”*



MAKE A CONNECTION

You have to stand out.



INTRODUCTIONS THAT CONNECT

NAME/ROLE

PERSONALITY TRAIT

WHAT ISSUE YOU SOLVE

WHERE YOU'VE DONE IT BEFORE

BENEFIT TO THE CLIENT



*I'm Stacy, your project manager and **day-to-day contact**. I'm a **planner** and **obsessive about details**. I will organize and plan every last detail of this project to make sure nothing is missed, and the project **runs smoothly** and is **completed by August 1.**" I just completed XYZ with similar size and complexity to your project and we saved \$50k.*



*I'm Mike, **your money guy**, I know your budget is tight – it's my job to get you the most in your project. The unique thing about me is I grew up in the field and understand what it takes to build the project – so my budgets are extremely accurate - I recently completed a similar lab project, where I was able to **save the client \$1.5M.***



*I'm Bob, your civil engineer, **I'm a problem solver** – which is critical on your large site to balance the need for parking, utilities, and additional site work. I will balance your site and protect the wetlands.*

*I'm Jane, your environmental specialist, I have worked in this area for the last 10 years and my **relationships and experience help me to expedite your permits** and make sure we have **no delays** due to environmental conditions.*





MAKE A FIRST IMPRESSION

WHAT IS THE FIRST THING THEY SEE AND HEAR?





WHAT MAKES **YOU** DIFFERENT?

Why clients choose you.



4 WAYS TO DIFFERENTIATE

Personality & Attitude



4 WAYS TO DIFFERENTIATE

Personality & Attitude
Team Culture



An aerial photograph of a city, likely Salt Lake City, showing a mix of residential neighborhoods, commercial areas, and industrial zones. In the background, a range of mountains is visible under a clear sky. The image is used as a background for a presentation slide.

4 WAYS TO DIFFERENTIATE

Personality & Attitude Team Culture Project Approach

An aerial photograph of a city, likely Salt Lake City, showing a mix of residential neighborhoods, commercial areas, and industrial zones. In the background, a range of mountains is visible under a clear sky. The image is used as a background for the text overlay.

4 WAYS TO DIFFERENTIATE

Personality & Attitude
Team Culture
Project Approach
Similar Projects

SIMILAR PROJECTS

You must connect the dots

Be specific – what challenges did you solve

Practice – keep it concise

Share lessons learned / experience gained

Sprinkle throughout presentation*



UNDERSTAND HOW YOUR AUDIENCE THINKS

Do your homework and connect.



WIIIFM?

What's In It For Me?

HIT BOTH SIDES OF THE BRAIN

LEFT BRAIN

RIGHT BRAIN

LOGIC DRIVEN

SCOPE OF WORK
RESUMES OF PEOPLE
SIMILAR PROJECTS
TRACK RECORD

EMOTION DRIVEN

STORY TELLING & EMOTIONS
LESSONS LEARNED
CHALLENGES SOLVED
SUCCESS ACHIEVED

AUDIENCE CONNECTION

SO WHAT?

TOP CLIENT ISSUES

Save me **time**

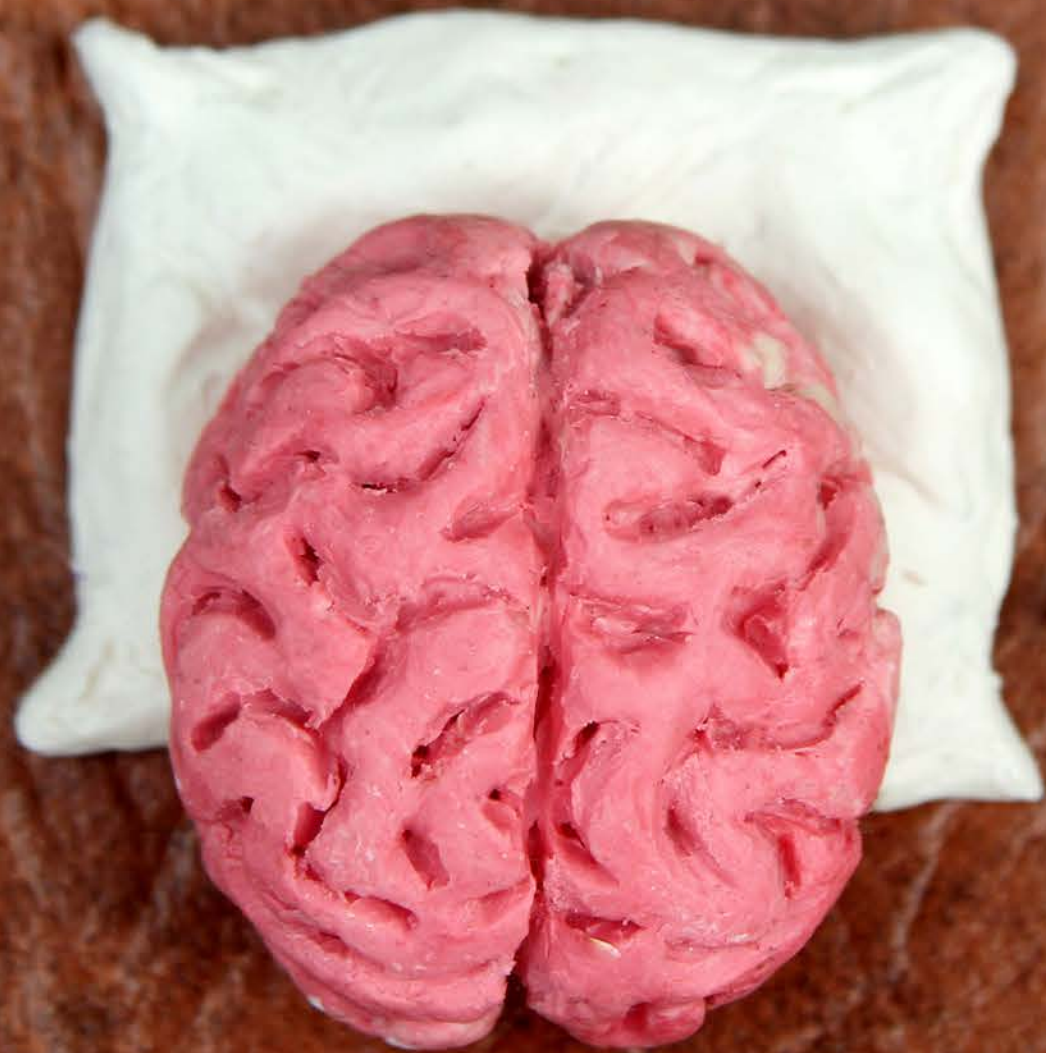
Save me **money**

Make me **look good**

Make it an **easy process**

Keep me **out of trouble**





222

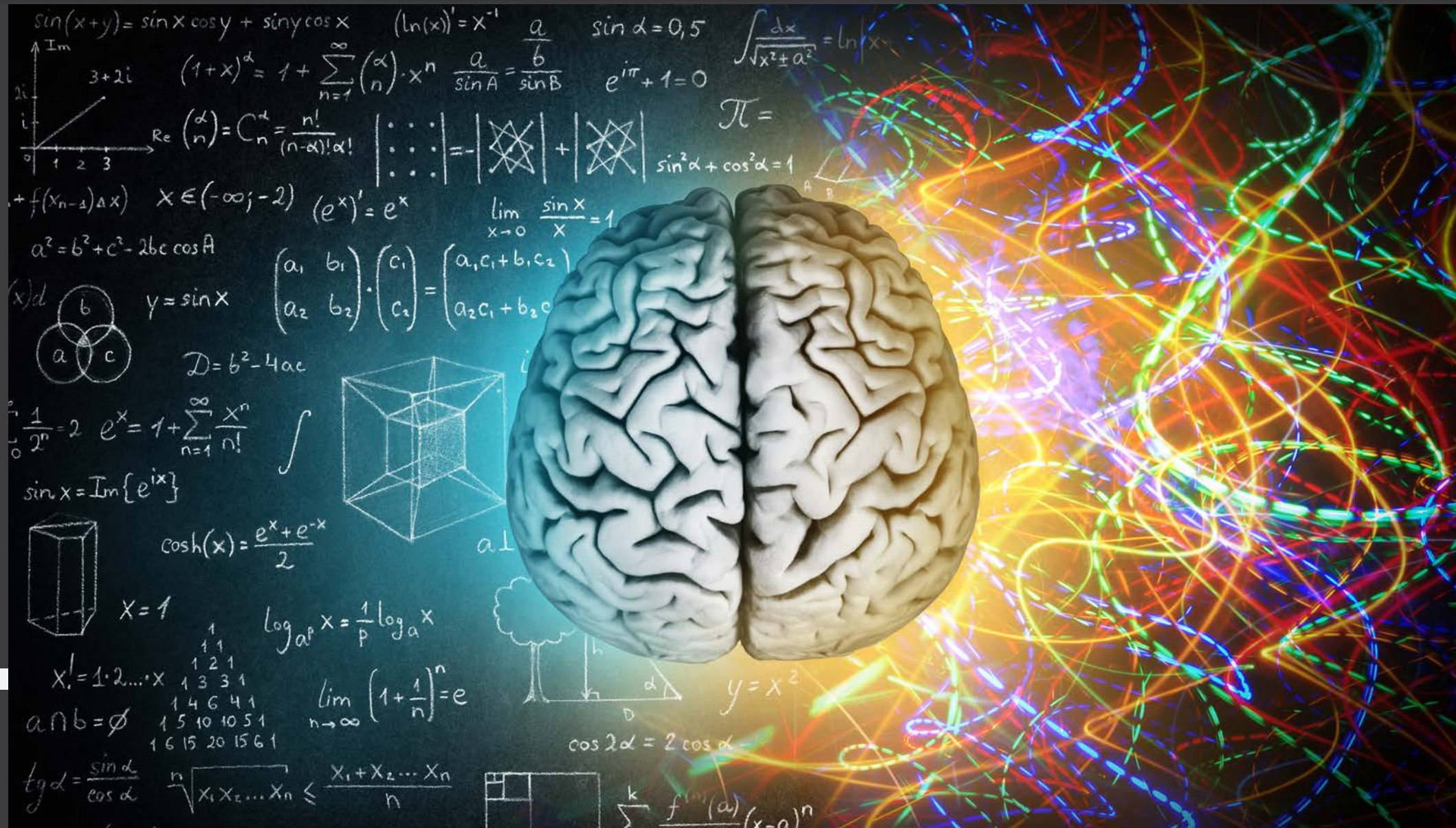
WAKE UP THE BRAIN - REFRAME



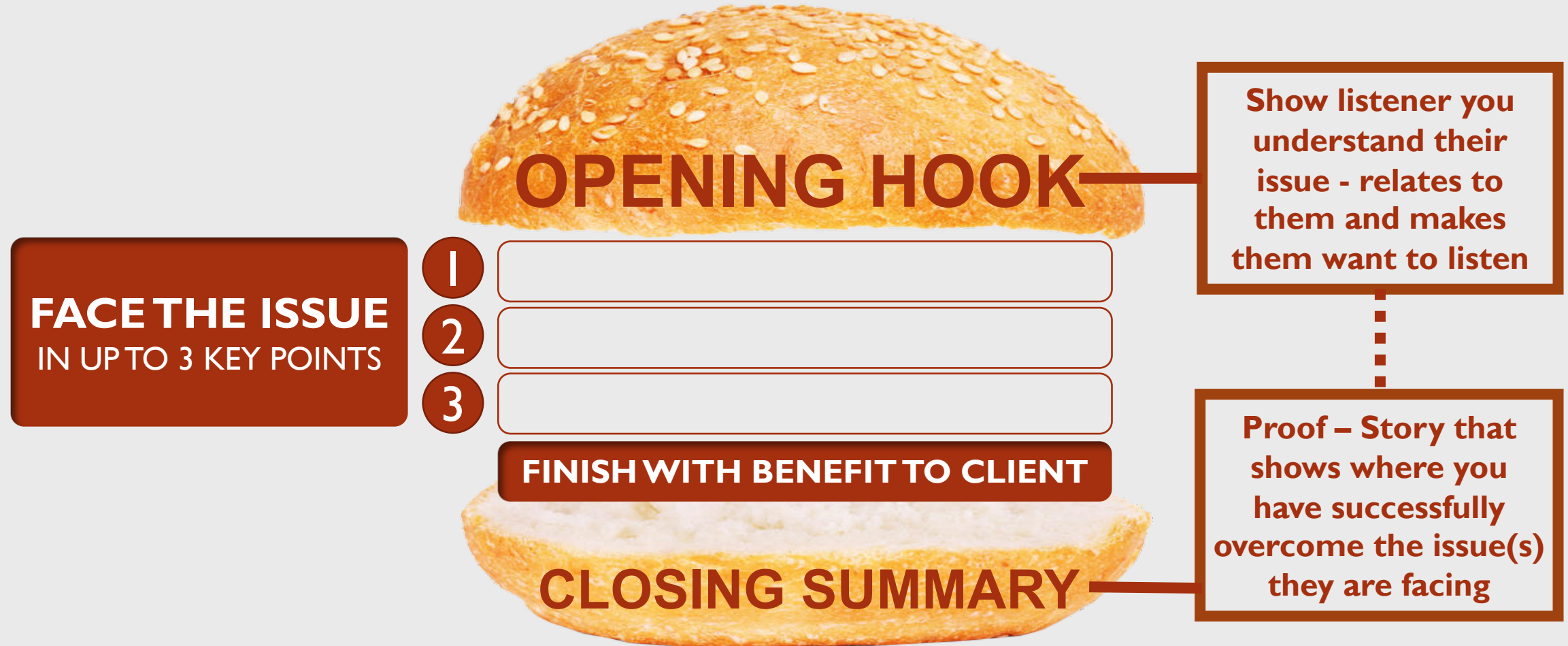
WAKE UP THE BRAIN – TEACH IT



WAKE UP THE BRAIN – HOOK THEM IN – AHA MOMENT



THE BUN METHOD



How to answer common questions...

How do you communicate with your sub consultants?

THE BUN METHOD

FACE THE ISSUE
IN UP TO 3 KEY POINTS

1

Kick – off -

2

Dedicated Teams Channel -

3

Weekly Check in -

This level of coordination and communication will assist in moving through the design quickly and completing design in under 6 months.

OPENING HOOK

CLOSING SUMMARY

Communication and coordination of our Sub Consultants are critical on every project – especially when speed to market is a concern.

Last year we designed a Net-zero project for XX with 8 sub consultants two months sooner than their original schedule.

MAKE IT STICK - MEMORABLE

Descriptive Words

Repetition

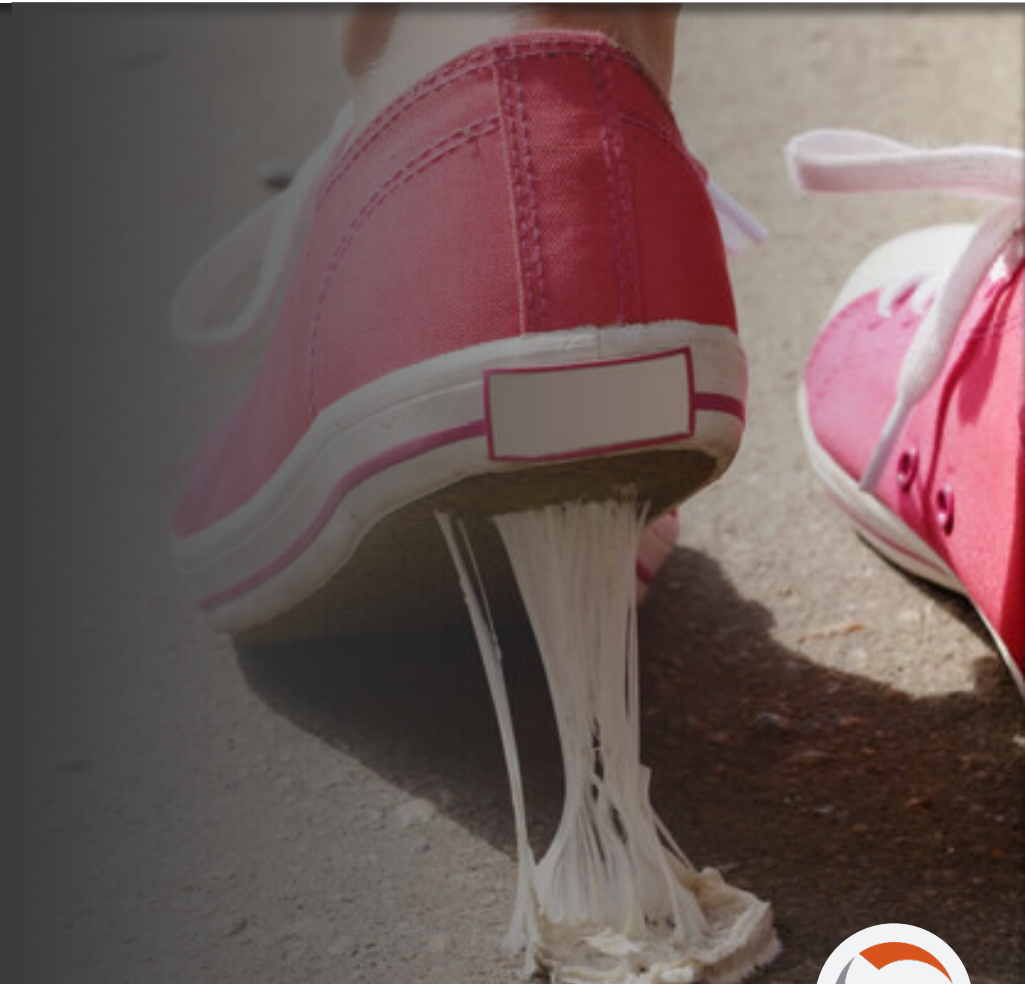
Quotes

Metaphors

Analogies

Stats

Stories & Examples





Be
Positive

LESSONS LEARNED VS EXPERIENCE GAINED
PROBLEMS VS CHALLENGES/OPPORTUNITIES

SAY IT WITH CONFIDENCE

**NO
WIMPY
WORDS**

Try
Hope
Think*
Might
Could
Maybe
Should
Believe*
Possibly



MASTERING THE VIRTUAL WORLD





POLL QUESTION

**ARE ANY OF YOUR
PRESENTATIONS ON-LINE or
OVER THE PHONE?**

1. Some are on-line
2. Some are a phone call
3. We have both on-line and phone calls
4. Hybrid – at least one person is virtual while others are in person.

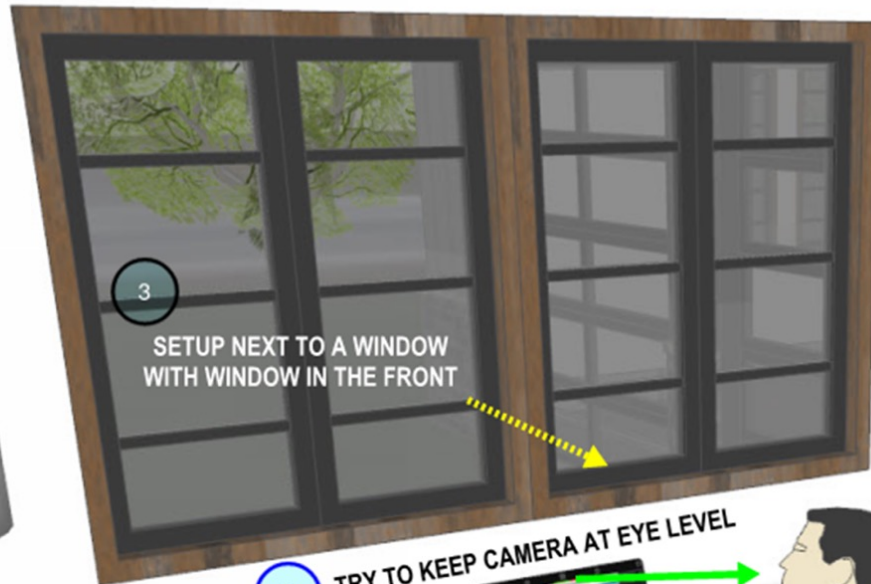
DRESS THE PART – COLOR MATTERS



5 SETUP LAMP / LIGHT ON FRONT (IN CASE LIGHTING IS INSUFFICIENT)



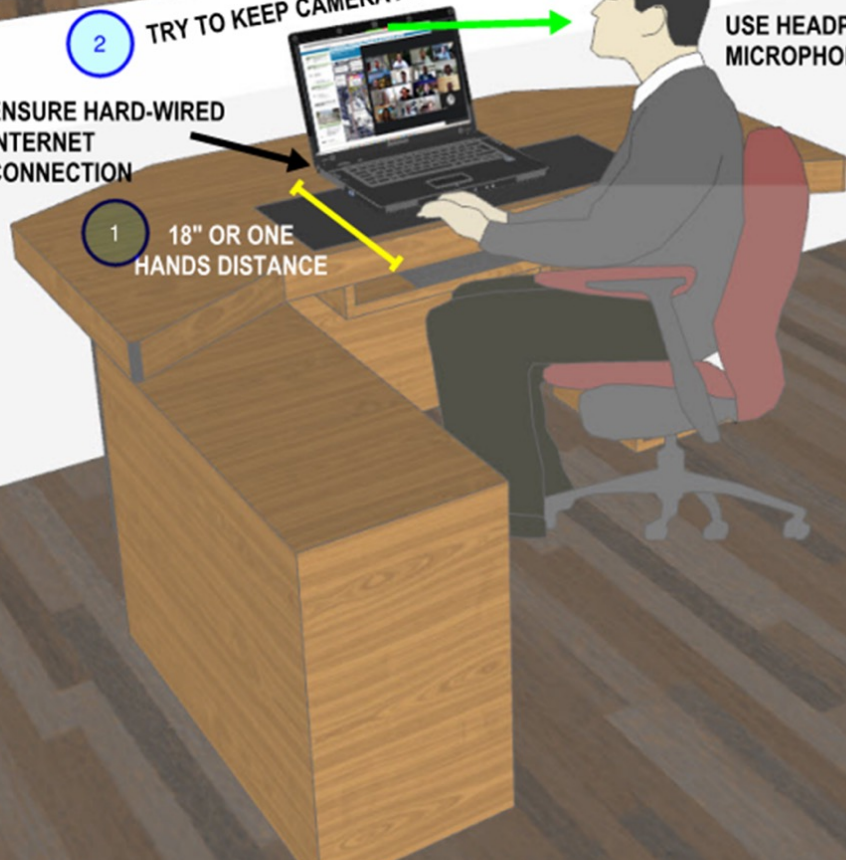
3 SETUP NEXT TO A WINDOW WITH WINDOW IN THE FRONT



2 TRY TO KEEP CAMERA AT EYE LEVEL

4 ENSURE HARD-WIRED INTERNET CONNECTION

1 18" OR ONE HANDS DISTANCE



7 USE HEADPHONE W/ MICROPHONE



6 AVOID CLUTTER IN THE BACKGROUND. KEEP IT PROFESSIONAL

STANDING vs SITTING



LEADER AND TRANSITIONS



PRACTICE



Workforce Organizations





**CONSTRUCTION
CAREERS NOW!**



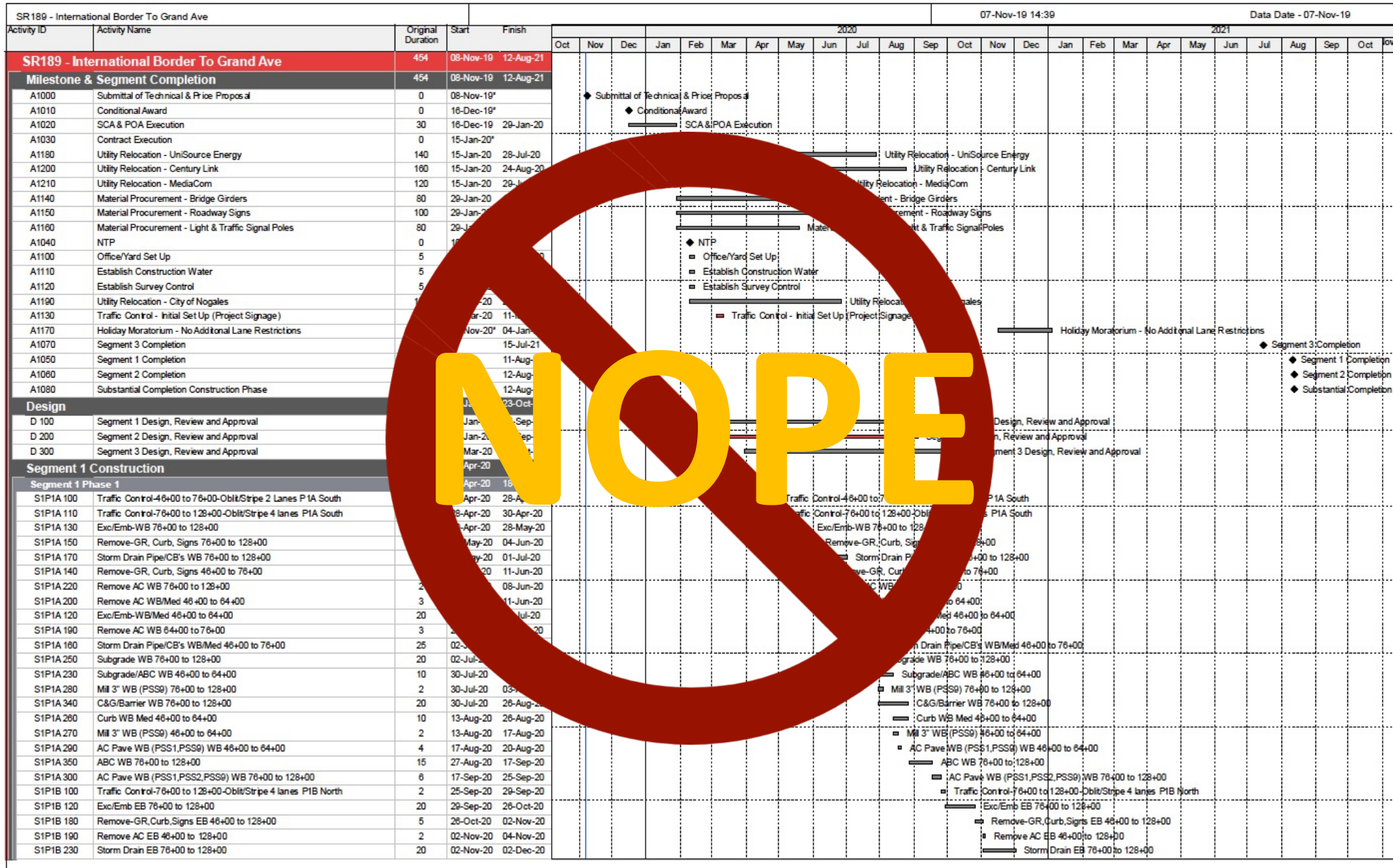
HIRING OUR HEROES
CORPORATE FELLOWSHIP PROGRAM

HIRING OUR HEROES
U.S. CHAMBER OF COMMERCE FOUNDATION MILITARY CORPS
CAREER CONNECT (C3)



DENVER PUBLIC SCHOOLS
CAREERCONNECT









Be
Confident

BELIEVE IN YOURSELF – OTHERS WILL TOO



POLL QUESTION

WHAT IS YOUR COMFORT LEVEL WITH PRESENTING?

1. Shine the light on me – I love it!
2. I'd rather be a fly on the wall.
3. Only if I must.





TIME SPENT BUILDS CONFIDENCE



Be
Prepared

HOW TO PREPARE – individually

- 1. Understand what your client's needs are**
 - main challenges and issues
- 2. Understand your value**
 - develop an introduction that is concise and meaningful
- 3. Plan out your message - BUN formula**
 - let the client know you have solutions to their challenges
- 4. Practice**
 - Come prepared to group meetings

DO NOT...

**MEMORIZE.
JUST WING IT.
WRITE IT FULLY OUT.**

YOU GET BETTER WITH PRACTICE



DO . . .

**WORK OFF OF BULLET POINTS.
KEEP IT CONVERSATIONAL.
PRACTICE OUT LOUD.**

YOU GET BETTER WITH PRACTICE



HOW TO PREPARE – as a team

1. Understand your strategy

- determine your key messages & win theme

2. Outline your presentation agenda

- speaking roles and visuals

3. Stumble through – dry run & plan transitions

- self introductions or exec introduces

4. Practice - Run Through with Q & A

5. Dress Rehearsal with Q & A

MAKE A GAME PLAN

Start early

Practice Q&A

Know the client needs

Spread out prep sessions

Understand the project details





DELIVERY SKILLS

Emojis for Engineers



Happy

Emojis for Engineers



Happy



Sad

Emojis for Engineers



Happy



Sad



Mad

Emojis for Engineers



Happy



Sad



Mad



Scared

Emojis for Engineers



Happy



Sad



Mad



Scared



Love

Emojis for Engineers



Happy



Sad



Mad



Scared



Love



Surprised

Emojis for Engineers



Happy



Sad



Mad



Scared



Love



Surprised



Disgust

Emojis for Engineers



Happy



Sad



Mad



Scared



Love



Surprised



Disgust



Confused

Emojis for Engineers



Happy



Sad



Mad



Scared



Love



Surprised



Disgust



Confused



The project
is finished

WHAT YOU NEED TO KNOW

- You will be assigned your teams day of.
- Each team will give a 20-minute presentation.
- You will be given a baseline PPT to use for your presentation – for talking points.
- Winner will be announced on Thursday.

WHAT YOU NEED TO KNOW

- **Think about past work – pull in thoughts and examples from past work.** (experience can be drawn from you, your firm, or other consultants you've worked with.)
- **Think about your introduction.**
- **Bring your computers to the session.**

GUIDELINES

- You have freedom to make assumptions and specifics about the project.
- Not everyone on your team needs to speak.
- You'll have 90 minutes to work with your team.
- Each team will make a 20-minute presentation.
- Bring your computer with you.

THE PROJECT

This is a Small Business set aside. Speed to market is critical. LEED Silver.

The project is for a new 50,000 SF administration building and parking garage. Supporting facilities include utilities (electric service, water, sewer, gas, HVAC, steam and/or chilled water distribution), paving, parking, parking garage lighting, walks, curbs and gutters, access roads, site improvements, antiterrorism force protection (ATFP) measures, building information systems, and access for individuals with disabilities.

This is a greenfield site near a wetlands area. The site work associated with this project shall include, but not limited to, environmental permitting, environmental protection, sedimentation and erosion control measures, demolition of existing site features and structures, tree clearing, grading and excavation, fencing, modified and new utilities, constructing storm water, new pavements and walkways, restriping/reconfiguration of an existing parking lot, vehicular and pedestrian circulation on the site, and landscaping.

ARCHITECT-ENGINEER (A-E) SERVICES are required for: site investigation and development, planning, programming, topographic survey, hazardous materials identification, geotechnical report, space planning, engineering studies including vehicular traffic studies, sustainable design, interior design, schematic design (charrette), concept design, final design (option), parametric and construction cost estimating, and construction phase services.

Questions to address

1. Describe the firm's ability to sustain the loss of key personnel while maintaining continuity of services and adhering to schedules and budgets.
2. Describe the firm's ability to manage many subconsultants during the decision-making process. How do you manage competing interests?
3. What are the key project decisions you see as critical in the first three months?
4. Describe lessons learned from previous projects and how that is going to help on this project?

BECOMING A BETTER PRESENTER



BE YOU. BE EVOLUTIONARY.



BELIEVE IN YOURSELF

WIN MORE WORK



Dena Wyatt | dena@marketingevolutionsinc.com