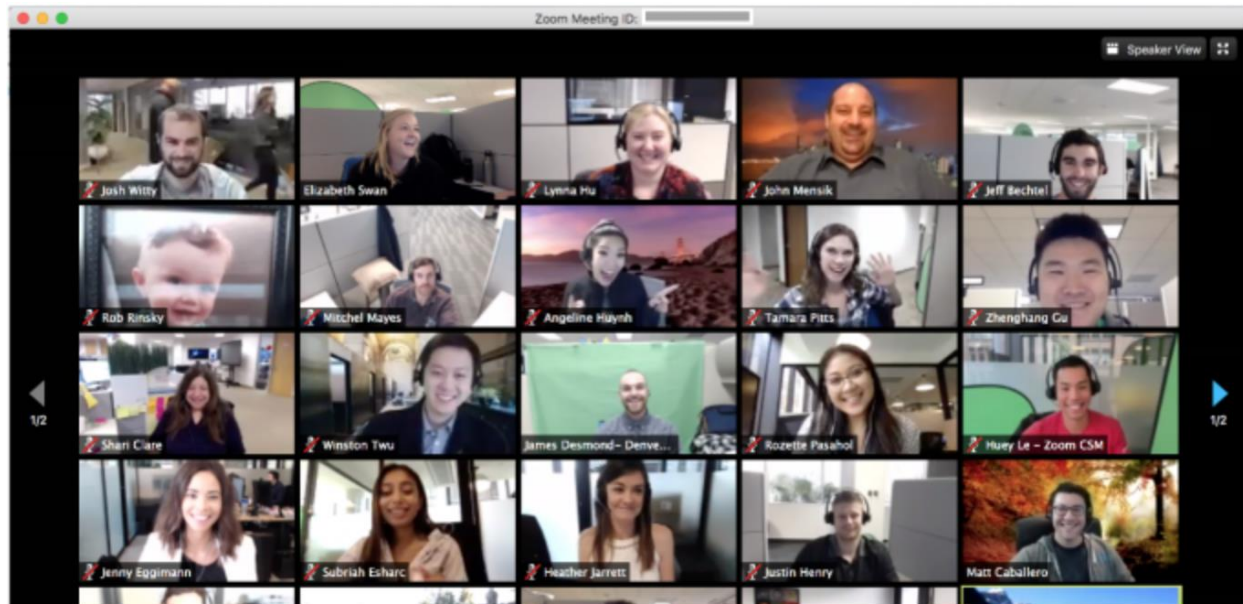


AIA San Francisco and Gathering Pace, Inc.

# Young Designers Professional Development Institute **YDPDI 2021**

*Winner, AIA Emerging Professionals Program of the Year Award*



## YDPDI enables you to:

- Take on new tasks and responsibilities
- Improve job performance and productivity
- Learn the most current professional best practices
- Build an exciting, profitable design career

## The YDPDI program features:

- Industry leader instructors
- Small breakout discussion groups in all sessions enable you to participate actively, comfortable and learn in greater depth
- All sessions held jointly with AGC Young Contractors

“YDPDI exceeded my expectations in many ways. I knew that it was good for career development, but the program really excelled by having me step back and think critically about who I am, how I think, how I act, my interests, strengths, and weaknesses, as well as my career, professional goals, and aspirations. I learned a lot about the hard skills, such as negotiating, that are necessary to be a good manager but also the soft skills, such as communication and listening, to be a strong leader.”

*Alex Zink, Architect, Payette*

## Why YDPDI Continues To Thrive and Improve: The Need / Our Instructors

**The Need.** Through building booms and recessions, YDPDI has continued to thrive because there's a need for it in the design profession. Early in your career, job expectations enlarge. You're no longer just a designer. Your firm now wants you to take on new tasks: more project management, communicating, writing, managing finances, negotiating, presenting. You don't need another degree, but you do need serious exposure, training and development --- and that's exactly what YDPDI delivers.

**Our Instructors.** One of the great benefits of working in the Boston area is our access to some of the best thinkers and thoughtful design professionals in the world. 20+ session instructors - architects, contractors, engineers, owner/clients - all specialists in their topic, assist in teaching and leading small breakout group discussions. You not only to hear, but connect and engage with them to explore the issues and ideas most important to you.

## New This Year: AIA San Francisco joins YDPDI

We're pleased to welcome AIA San Francisco as a new partnering YDPDI sponsor. We look forward to meet and work with AIA SF young designers and benefit from the perspective and insight they'll add to discussions and professional relationship building.

## Online or Live Programs in 2021?

Given the Covid-19 uncertainties at this time, we're planning all sessions to be online. We'll be mitigating the constraints of online programs by adding several online networking opportunities. As the year progresses, we may conduct select sessions live.

## Program Leadership

President of Gathering Pace, Inc., **William Ronco, Ph.D.**, founded YDPDI 20+ years ago. He directs the program, partnering with the Boston Society of Architects. Dr. Ronco also founded and directs the Young Contractors Professional Institute, partnering with the Massachusetts Associated General Contractors.

Dr. Ronco consults on strategy, leadership and partnering with design, engineering, owner / client, construction, and biotech and science organizations. He is author of *The Partnering Solution* (Career Press) and *Partnering Manual For Design and Construction* (McGraw-Hill). A former professor in Northeastern University's MBA program, Dr. Ronco earned his B.A. at Rutgers University, his Ed.M. at Harvard and his Ph.D. at the Massachusetts Institute of Technology.

**Colin Milberg** and **Toni Loiacano** assist with Institute leadership. A founding partner of ASKM Consulting, Colin is a construction industry expert in lean methods, facilitation and change management. Toni is a senior vice president at Cannon Design. She has extensive experience and interest in mentoring, presenting new design concepts to client associations.

**"YDPDI has been incredibly valuable for my career development. The sessions had a variety of speakers and mentorship opportunities that helped me define my career trajectory. The most valuable workshop for me was the writing workshop, where I connected there with another participant and we submitted an abstract to the ABX 2020 conference. To our surprise, it was accepted! Overall, I highly recommend YDPDI for all emerging professionals!"** *Arielle Scher, Designer, HGA Architects and Engineers*

## YDPDI Benefits and Outcomes for Participants

Training and development are intangible but they can produce very tangible results. Participants' outcomes from participating in the program include:

- Improved ability to add value in their firms
- Increased skills taking on new, challenging tasks
- Increased performance in areas that matter most for the firm's performance
- Improved ability to develop meaningful relationships with clients
- Increased performance in marketing, business development and networking
- Development of essential skills e.g. communicating, writing, presenting, managing projects, managing finances, marketing, managing CA and CD, etc.
- Acquisition of perspective resulting from interaction with peers from other firms, instructors, and interaction with contractors in the Young Contractors program
- Increased focus, job satisfaction and motivation resulting from all the above

## YDPDI Benefits and Outcomes for Sponsoring Firms

Sponsoring firms also benefit from participating YDPDI:

- Improved retention and development of key talent
- Increased marketing and business development activity and success
- Improved morale and firm spirit resulting from clear demonstration of the firm's commitment to professional development for young designers
- Increased understanding and improved working relationships across levels, departments and groups in the firm
- Acquisition of current ideas and fresh perspective on best practices being developed by other firms and industry experts participating in the program
- Improved employee alignment with the firm's strategic plan
- Raised expectations for job performance and productivity from program participants
- Use of the program to strengthen the firm's efforts at mentoring and coaching between senior managers and younger designers
- Recognition of the firm as an Excellent Employer

*"Our investment over many years in training our young staff in the BSA's Young Designers Professional Development Institute has contributed significantly to the firm's success. I heartily encourage any firm that is not yet investing resources in this area to do so." **Jim Collins, Senior Principal, Payette***

*"One of the greatest benefits of YDPDI for our firm's participants is the opportunity to observe and learn from other firms. Interacting with their peers from other companies gives our employees great perspective on things we do well, as well as on things that we can do better. YDPDI also provides them with an outlet for ideas, frustrations and problem-solving in a neutral, supportive environment." **Carol Gillen, Partner, Sierra Architects***

## YDPDI Alumni Communicate More Clearly Than We Can About The Program's Benefits

"When I started YDPDI I was acutely aware of the information gap at this phase in my career. I was managing projects and people without any formal management training. YDPDI helps bridge this gap with classes focused on relevant topics in the design industry. The format and atmosphere foster an environment where students feel comfortable asking questions and sharing experiences. As a result of this I have become a better writer, leader and communicator. Most importantly, I have noticed the positive impact of these improved skills in my career." **Jen Taylor, Senior Designer / Manager, Stantec**

"My favorite part of YDPDI was having a forum in which to meet colleagues in the engineering and construction industries. Open, friendly communication between the parties that comprise the AEC industry is key to successful building, and YDPDI sets the stage for just that. Bill thoughtfully organized our sessions, fostering meaningful dialogue between industries and mutual understanding of our various points of view. Working with the contractors and engineers, we learned how to adapt our own leadership styles to different situations. In addition to learning about the interpersonal skills associated with leadership, we studied financial management, negotiation and IDP. By pushing us to work through personal and work-related challenges, YDPDI strengthened our effectiveness as leaders." **Jenny Ratner, Architect, Safdie Architects**

I really appreciated the breadth of topics that were covered over the year. Looking back on the program, it was nice that we started with a self assessment and ended with a 360 review . There was a good mix of personal skill development, but also application of that development in a group setting. It was a great opportunity to gain perspective on a lot of issues that arise in the industry and understand different points of view in how to successfully deal with them. Being an architect, I found the sessions with clients, contractors, and non-design professionals more interesting because it exposed me to perspectives than I regularly interact with at this stage of my career. **Chris Winkler, Associate, Sasaki**

YDPDI introduced me to other AEC professionals in Boston through workshops in small groups where we tackled a problem or discussed a topic. I also met young contractors and learned about their construction companies and how they operate and how their employees think about their work. Every YDPDI workshop was well structured with regular and guest instructors. The program organizers and participants also adapted well to COVID and remote learning, though in-person workshops are always best when possible. The workshops were a manageable time commitment, about 3 hours on an afternoon workday every 3-5 weeks. I found the YDPDI program very valuable and would highly recommend it to any young architect or designer. **Alex Zink, Architect, Payette**

"YDPDI provided a wide range of topics that helped me build up necessary skills toward leadership such as presentation, writing, and negotiation. More importantly, I reflected on my career path by communicating with young architects and contractors in other firms. The breakout session enables every participant a chance to speak out and has in-depth communication with one of the instructors. The pace of the seminars is intense and exciting. One of my favorites is the marshmallow tower challenge for the Building High-Performing Teams session. I found the most effective way to learn is to practice what we have learned in a game-like competition. " **Wenji Ma, Architect, Shepley Bulfinch**

## 2021 Young Designers/Contractors Professional Institute

*Online seminars run 2-5pm Eastern (11am-2pm Pacific),  
log in at 1:45 Eastern (10:45 Pacific), informal networking after all sessions*

Date	Topic	Instructors
1/27	<b>Planning Your Best Design / Construction Career.</b> Our industry's 6 career challenges and opportunities. Clarifying and fully implementing your career goals. Identifying, building on your real strengths and addressing your weaknesses.	Bill Aalerud, Columbia Construction Toni Loiacano, Cannon Design
2/10	<b>Building High-Performing Teams.</b> Anticipating, addressing <i>predictable</i> team problems. The wisdom of the team v. groupthink. Improving everyday meetings results and follow through. Fully, actively engaging <i>every</i> team member.	Marc Truant, MIT Colin Milberg, ASKM and Associates Stavroula Birmbas, Tervacorp
2/24	<b>Improving Your Negotiations Skills.</b> Recognizing your negotiations style, strengths, weaknesses. Getting beyond Yes. "Never split the difference?" Negotiating to "win" vs. negotiating for synergy.	Robert Ferguson, Esq., Hinckley Allen Matthew Brett, Mass General Hospital
3/10	<b>Young Professionals HR Issues, Opportunities.</b> HR knowledge young professionals must have: legal rights, boundaries, vulnerabilities. Why, when and how to ask for raise. Getting the most from your performance appraisal.	Jess Smith, Bergmeyer Shelley Kolesar, HR Consultant Diana Hasan, CE Floyd Kathy Freitas, Bond
3/25	<b>Effective, Comfortable Marketing &amp; BD.</b> Why, how to get started with marketing and BD. Getting comfortable with sales tasks. Selling without networking: alternative marketing methods and skills.	Ed Bond, President, Bond Brothers Margret Neil, Consigli Construction Kristine Gorman, Jacobs
4/7	<b>Improving Writing Skills.</b> Increasing email skills, impact, efficiency, results. Writing reports more clearly, logically, quickly, thoughtfully. Blogs and print, chronicling projects, tasks, experiences.	William Ronco, Gathering Pace Chris Floyd, CE Floyd
4/20	<b>Legal and Ethical Issues Now.</b> The top 10 issues that trigger legal and ethical problems for young professionals. Liability and Risk. Negotiating a contract. What happens when you go to court.	Timothy Grobleski, Cannon Design Charles Antone, Bldg Enclosure Science
5/5	<b>What Clients Really Want.</b> How contractors and architects misunderstand, frustrate clients. What keeps clients up at night. Responding to client needs in different market sectors. How to increase client satisfaction and repeat business.	Maggie O'Toole, LabCentral Jonathan Hayward, Partners Health Care Ralph DeFlorio, Harvard University Chris Cronin, Town of Andover
6/8	<b>Managing Finances.</b> Increasing project cost controls and profit. Spotting, addressing project financial problems quickly. Understanding company finances, your role and impact as a young contractor.	Scott Lerner, Consigli Construction Mark Paronich, Delphi Construction David Sullivan, DGC Accountants
7/15	<b>Improving Presentation Skills.</b> Increasing skills, comfort, confidence and influence. Starting with Why. Presenting more persuasively, easily. Telling a compelling story. Presenting less, discussing more. Improving Q & A for full engagement.	Toni Loiacano, Cannon Design Kathy McMahon, National Building
9/15	<b>Leading Change.</b> Building Forensics. The current state of Lean. Real continuous improvement. Extreme fabrication. 7 reasons why people resist change. How, when and why to initiate change in your own role.	Jason Jewhurst, Bruner Cott Siggy Pfendler, Columbia Construction Shawn Guertin, TG Gallagher
10/27	<b>From Manager To Leader.</b> Defining, achieving the next level in your career growth. Getting, using a 360 survey of your own effectiveness. Building both strategic and collaborative leadership competencies. Identifying and improving key leadership behaviors.	Roger Goldstein, Goody/Clancy Matthew Brett, Partners Health Care Marc Truant, MIT

## **To Register**

The first YDPDI session begins January 27, 2020, and enrollment is now open. Please complete a copy of the registration form on the AIASF website calendar listing for this program [here](#).

Please feel free to contact us if you have questions, comments or suggestions about any aspect of the YDPDI program. For enrollment / registration questions, contact the AIASF reception at [info@aiasf.org](mailto:info@aiasf.org). For information about program content, contact Program Director William Ronco at [wronco@gatheringpace.com](mailto:wronco@gatheringpace.com) or 617-686-5005.