



## GEOPROFESSIONAL OPERATIONAL LEADERSHIP DEVELOPMENT

Sign up now to have your staff attend the Geoprofessional Business Association's newest industry leading training and development program

### **GOLD: Geoprofessional Operational Leadership Development.**

Providing advanced business leadership for the geoprofessional community

The **Geoprofessional Business Association (GBA)** has teamed up with the **McMahon|Siegel Group**, to provide a new, industry leading, training and development program designed exclusively for employees of GBA Member-Firms. Providing advanced business leadership education for the geoprofessional community, the six-month course kicks off with a two-day, in-person training program immediately prior to GBA's 2017 Fall Conference in Phoenix, Arizona followed by sessions utilizing modern distance learning techniques, and culminating with a two-day final in-person session in the Spring of 2108.

GOLD will combine leadership and personal development training with specific instruction in operational aspects required to successfully lead a geoprofessional business. Covered topics will include:

- Demystifying financial statements
- Understanding the blueprint for financial success
- Building on your individual strengths
- Creating a system of communication and performance
- Leadership and supervisory skills; goal setting
- Risk management, liabilities and contract challenges
- Markets, marketing and clients
- Alternate delivery and project reviews
- Building and maintaining a successful team

Over 40 PDH's equivalencies will be earned with the successful completion of GOLD.

#### **FACULTY**

The course will be led by two veterans of the A/E industry, Kevin McMahon and Bill Siegel P.E., and supported by experienced industry business leaders to bring a balanced focus of theory and practice, with training in real-world operations and leadership not currently available in the marketplace.

The target demographic for this program is new or emerging leaders, existing or potential managers of geographic locations or business units, or even corporate staff with a desire to understand the geoprofessional business. Anyone with a desire to learn more on how to build and run a successful and profitable consulting business would benefit from attendance in this program.

GBA resources will be heavily used in the program, giving attendees both a learning experience focused on the geoprofessional business and a solid knowledge of GBA resources and materials.

Session 1 will take place in-person at the Embassy Suites Phoenix-Tempe, October 18-19, 2017, immediately preceding GBA's 2017 Fall Conference. GOLD attendees will receive a discount on a one-day Fall Conference registration. The second in-person meeting will be in April 2018.

Registration will start on February 1, 2017. Go to the [GBA website](#) or the [McMahon Siegel website](#) for GOLD registration.

Class size will be limited. Reserve your spots now by, email [info@mcmahonsiegelgroup.com](mailto:info@mcmahonsiegelgroup.com).

Registrants are required to pay the full course fee 30-days in advance of the first session. Registration will be reserved with a deposit of 50% of the class fee. If necessary, we can accommodate same-firm substitutions.

Each attendee will be charged a class fee of \$4,995 and will be responsible for their own travel and hotel rooms for the two in-person events. All books, learning materials, meals at the in-person events and course-required activities are included in the course fee!

For more information about GOLD, please contact [GBA](#) or [McMahon Siegel](#).