

## **Generation Next: Identifying and Cultivating Business Development Leaders**

Now, more than ever, the importance of institutionalizing a firm-wide business development culture is paramount to the long-term success of your A/E/C or environmental consulting firm. Relying on a few key rainmakers puts your firm at risk. Further, the inability to tap and develop future business development leaders all too often results in departure of key talent—to other firms and other industries.

Friedman & Partners ([www.friedmanpartners.com](http://www.friedmanpartners.com)), a marketing and management consulting firm, and HR Advisors Group, LLC ([www.hradvisorsgroup.com](http://www.hradvisorsgroup.com)), a provider of customized strategic HR solutions, have developed an invaluable new workshop: “Generation Next: Identifying and Cultivating Business Development Leaders.” This full-day, customized, interactive in-house workshop is intended for firm principals and key business development talent. Topics that Rich and Barbara address include:

### **We’ve Come a Long Way: the Evolution of Business Development in the A/E/C Industry**

- What’s changed?
- What hasn’t?
- Generational differences
- Current and future impact of social media

### **Why Build a Top-Down Business Development Culture?**

- The business case
- How do you build this type of culture?
- The importance of identifying your firm’s next generation of business development leaders

### **Identification of Key Business Development Talent**

- Nature versus nurture: the role of training and development
- Diagnostic tools
- Desired traits, skills, and prerequisites
- Red flags

### **Cultivation of Business Development Acumen, Skills, and Success Stories**

- Relationship-building models
- Components of a successful training program
- ROI maximization
- Role of mentoring
- Accountability and metrics
- Crafting personal business development plans

**For more information, contact:**

**Rich Friedman** 508-276-1101 [rich@friedmanpartners.com](mailto:rich@friedmanpartners.com)  
**Barbara Irwin** 703-476-4025 [bhirwin@hradvisorsgroup.com](mailto:bhirwin@hradvisorsgroup.com)