



Join Brian Watkinson for two unique Continuing Education events that are critical to the success and profitability of YOUR Practice!

Many of you know Brian as an architect and the former Executive Director of the Ontario Association of Architects. Before joining the staff of the OAA, he led a very successful practice in Ontario that he grew to 20 people. After leaving the OAA in 2006, Brian launched *Strategies 4 Impact!*, a professional service firm that provides highly-valued *strategic* advice and support to businesses in the design and construction sector, their associations and their clients. Clients of *Strategies 4 Impact!* benefit from Brian's unique perspective resulting from his professional experience in three diverse careers.

Setting the Right Fee!

How low can you go? That's the dilemma that we face when pricing professional services as our marketplace continues to become more and more competitive. When, for the most part, we can no longer rely on clients adhering to a standard schedule of fees.

You want to win the contract, but also know that you must then deliver the required high value professional services, meet the standards of the profession, manage risk, preserve your reputation ... and achieve all of this while operating a sustainable, profitable practice!

Through *Strategies 4 Impact!*, Brian coaches his private clients on strategies for *Setting the Right Fee*. In this special session for NSAA, he'll share some of those strategies with YOU!

The RAIC, with support from most of the provincial/territorial associations, has published *A Guide to Determining Appropriate Fees for the Services of Architects*. Brian will walk you through the guide and illustrate with a sample project how you can use it as one approach to calculating your fee.

Then he'll show you some other 'tried and true' approaches that will enable you to compare, contrast, adjust, and finalize your fee.

You'll learn about some of the risks you need to address when pricing your services, for example, unusual and unreasonable contract requirements, unrealistic schedules, and vague definition of scope.

You'll also hear about some of the possible downsides associated with these various approaches to arriving at your fee. (for example, how the fee guide can 'bite' you!)

And you'll discuss and debate the challenges you face if you *don't* set the right fee.



Strategies for Profiting from the Trends that are Transforming our Industry and our Markets

Brian invests a lot of his time tracking the many trends that are transforming the construction industry ... *and our profession!* Something that most architects simply can't make the time to do.

This positions *Strategies 4 Impact!* to help its clients create their business strategies to profit from emerging opportunities and manage the risks that come with them. He is regularly invited to offer his unique perspective at industry events like Construct Canada, IIDEX and to regional construction and professional associations. Now he's bringing it to NSAA.

You'll learn why the right business strategy is essential for success ... *and profitability.* Understand the key components of a strategic plan and how to design the strategy that works for YOU!

Hear about trends that our reshaping the sector like:

- the rapidly escalating use of Public Private Partnerships - once just of interest to "big practices", P3s are becoming critically important to the smaller firms - find out why
- RISK and the increasing efforts of owners and clients to shift their risks to someone else, including their architects - Brian will give you a primer on risk management
- demographics and the impact on supply and demand in our sector
- innovation - what's holding us back?
- Integrated Project Delivery - the 'team' approach to pre-design, design, construction, operation and maintenance of buildings for private and public owners
- Lean Project Delivery - building on the integrated approach by applying the principles of Lean Manufacturing to design, construction, maintenance of buildings. It's just crossing the border from the US into Canada and Brian has Strategies 4 Impact! on the leading edge.
- climate change, sustainability and all things "green"
- continued consolidation in the industry and the profession
- technology and its impact - from BIM to new construction technologies and methodologies
- the industry-wide drive toward diversification
- government policies like austerity, infrastructure investment (or not!), social policy (think affordable/social housing, the future of health care, for example)
- lagging productivity
- ... *and lots, lots more*

There'll be lots of time for discussion and creative thinking!

