

## 5 STEPS TO CREATING ADDED VALUE FOR YOUR CLIENTS

Presented by Mel Lester, BizEdge



WEDNESDAY  
APRIL 21, 2021  
VIA ZOOM  
10:30 AM - 1.25 PDH  
MEMBER RATE: \$50  
NON MEMBER RATE: \$75

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### 5 Steps to Creating Added Value for Your Clients

**ABOUT THE SESSION:** Have you wondered why engineering services are less valued than other professional services? Attorneys, accountants, management consultants, marketing experts—to name a few—all command a higher labor multiplier than engineers. It's time we explore closing the value gap.

Two reasons why creating added value has become an important issue for engineers: (1) the growing commoditization of engineering services and (2) the increasing competition for engineering talent. These are trends that show no sign of abating, regardless of economic cycles. Value creation is a hot business topic, seldom discussed in our profession. In this session, we'll explore these five value-creating steps in the context of the projects you perform:

1. Cultivate your strategic thinking
2. Align your perspective with the client's
3. Let outcomes drive your project strategy
4. Prioritize the client experience
5. Stay engaged until ROI is realized

This session will challenge you to rethink how you diagnose problems, design solutions, and deliver results as an engineer. Join us for a fresh take on value creation in the engineering profession!

**ABOUT THE SPEAKER:** **Mel Lester**—aka BizEdge, is a management consultant, trainer, and contrarian strategist helping firms improve business performance through better leadership, business development, client service, project delivery, safety, and employee engagement. Mel has spent his entire 40-year career working for and with engineering, architectural, and environmental consulting firms. Prior to entering his business practice, he spent a decade with RETEC, a highly successful national environmental firm (now part of AECOM). Mel feels blessed to serve in several roles for RETEC: Director of Organizational Development (leading various strategic initiatives), Director of Corporate Communications, Human Resources Director, Colorado Operations Manager, Corporate Proposal Manager, Quality and Service Improvement Manager. Before RETEC, Mel spent several years in business development roles for national and regional A/E and environmental firms, with ten years of civil engineering design experience (albeit in the pre-computer era!). He's been a speaker at many industry conferences and has conducted numerous webinars and onsite seminars. He's written over 300 articles that has been featured in various print and online publications. Mel states that his greatest reward is simply to have the opportunity to help others.



AMERICAN COUNCIL OF ENGINEERING COMPANIES  
of Alabama

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