



AMERICAN COUNCIL OF ENGINEERING COMPANIES

Business of Design Consulting (2026) Virtual Program Schedule

Module 1: Managing to Succeed in a Challenging Business Environment

Presented by Steve Walker, SR, Walker & Associates

Learning Objectives

1. Navigating the Leadership Path
2. Establishing a personal vision
3. Understanding Strategic Planning and Your Firm
4. Trends and opportunities
5. The Discipline of Market Leaders
6. Growth Horizons

Session Content:

- Pre-Recorded Presentations: The Leadership Path and Essential Management Skills (30-minutes each)
- Live Discussion: Tuesday, October 6, 2026 at 1:30-4:00pm Eastern

Module 2: Transitioning from Project Management to Leadership

Presented by Jeremy Clarke, COO | Managing Director, Zweig Group

Learning Objectives

1. Transitioning from Project Management to Leadership
2. Building Relationships
3. Creating High Performance and Diverse Teams
4. Management Best Practices in the E/A Industry

Session Content:

- Live Discussion: Tuesday, October 13, 2026 at 1:30-4:00pm Eastern

Module 3: Maximizing Your Business Development ROI

Presented by Rich Friedman, Friedman & Partners

Learning Objectives

1. A comprehensive view of your entire "get-work" effort

2. Using the five-stage system for a balanced, multi-layered marketing program
3. Starting with strategy—finding your differentiators
4. Broadcasting your message through brand-building
5. Winning with one-on-one selling
6. Building a high-touch, high-return customer service program
7. The vital role of business development

Session Content

- Pre-Recorded Presentation: Maximizing Your Business Development & Marketing ROI (60-minutes)
- Live Discussion: Tuesday, October 20, 2026 at 1:30-4:00pm Eastern

Module 4: Contracts and Risk Management

Presented by Michaela Kendall, Esq., Strategic Partnerships Manager, AXA/XL

Learning Objectives

1. How good is your risk management crystal ball?
2. Key risk factors that determine project success or failure
3. Contracts do's and don'ts
4. Communication and documentation – a two-edged sword

Session Content

- Pre-Recorded Presentation: Contracts and Risk Management (60-minutes)
- Live Discussion: Tuesday, November 3, 2026 at 1:30-4:00pm Eastern

Module 5: Financials

Presented by Matt Fultz, Director, Matheson Financial Advisors, Inc.

Learning Objectives

1. Driving value in a volatile market
2. Long-term financial and valuation results: setting the stage
3. Accounting principles and practical financial tools

Session Content

- Pre-Recorded Presentation: Accounting 101 (30-minutes)
- Live Discussion: Monday, November 9, 2026 at 1:30-4:00pm Eastern

Module 6: Business Management and Ownership Transition

Presented by Matt Fultz, Director, Matheson Financial Advisors, Inc.

Learning Objectives

1. Financial exit strategies
2. Retirement Planning: Internal ownership transition issues, internal buy-outs, stock plans,
3. ESOPs
4. The "ins and outs" of mergers and acquisitions in the recovery decade

Session Content

- Live Discussion: Tuesday, November 17, 2026 at 1:30-4:00pm Eastern

Module 7: Reflection and Close-out

Learning Objectives

1. Individual check-outs
2. Review program principles

Session Content

- Live Discussion: Friday, November 20, 2026 at 1:30-3:00pm Eastern
- Program Evaluation Form