



ZWEIG GROUP TRAINING PROGRAMS

THE PRINCIPALS ACADEMY

The Principals Academy is Zweig Group’s flagship training program encompassing all aspects of managing a professional A/E/C service firm. It’s the most impactful two days you can spend learning about principal leadership, financial management, strategic planning, recruiting, marketing, business development, and project management.

This 2-day seminar is presented by a team of speakers—including Zweig Group Founder and Chairman **Mark Zweig** and President and CEO **Chad Clinehens**—with extensive experience working with and for A/E/C firms. The Zweig Group team has a clear understanding of what it takes to lead and grow a firm. The Principals Academy is continuously updated with the latest approaches to leading a successful firm with an expanded focus on business development, strategic planning, and financial management.

PROGRAM OVERVIEW

- **What It Means to Be a Principal**
 - Explore facts about principals in the industry
 - Understand what it means to be a “Principal” in an A/E/C firm
 - Qualities and expectations of principals
- **Business Planning for Principals**
 - Why strategic plans are necessary
 - Building and executing a business plan
- **Accounting**
 - Understanding financial statements and methods of accounting
 - Legal forms of organizations
- **Management and Leadership for Principals**
 - Techniques for improving project management
 - Effective leadership attributes and techniques
- **Marketing**
 - Why marketing is critical to your firm’s success
 - The foundations and critical elements of marketing and branding
- **Firm Ownership and Transition**
 - Where firms go wrong with ownership transition
 - Elements of internal and external transitions

- **Business Development and Sales**
 - How business development is different from marketing
 - Developing more business for your firm
 - The importance of making everyone a doer-seller
- **Financial Management**
 - Understanding key financial performance metrics
 - Improving billing and collection
- **Recruiting and Retention**
 - Hiring and keeping great talent in a tight market
 - Understanding your key performance indicators
- **“M&A in an Hour” Short Course**
 - The mergers & acquisitions process is not as intimidating as it seems
 - Best practices in mergers & acquisitions
- **How to Lead a Successful Firm**
 - How successful firms perform better than their competitors
 - Tips for leading successful firms
- **Principals Roundtable**
 - Question & answer period with the Zweig Group consulting team

AGENDA

Day 1 8:30 am – 4:30 pm, Cocktail reception 5:30 pm – 7:00 pm

Day 2 8:30 am – 3:00 pm

** Breakfast is provided each morning (optional)*

CONTINUING EDUCATION

12 PDH / 1.2 CEU

Zweig Group seminars are eligible for Professional Development Hours credits and Continuing Education Units. All attendees receive a certificate of completion indicating the number of hours earned during each seminar.



CONTACT

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