

ACEC Ohio Presents PSMJ Principals Bootcamp

KNOWING you have to maintain a healthy backlog, sustain profitability, and keep top talent engaged is the first step towards becoming an invaluable AEC firm principal. EXECUTING these and other mission-critical tasks separates real-deal principals driving firmwide success from those who struggle to move beyond project management roles.

The best architecture and engineering firm principals aren't born knowing what do to. They learn from highly successful leaders sharing their hard-won knowledge at **AEC Principals Bootcamp**. Click [here](#) to register now!

The PSMJ Principals Bootcamp will take place Wednesday, January 29, 2025 - Thursday, January 30, 2025 at the Qwest Conference Center in Westerville, Ohio. The cost to register is \$1795 for members and \$1995 for non-members. Register for this executive education course and applying actual examples, tools, templates, and techniques, you and peer AEC firm leaders learn:

- Mental shifts you MUST make to become an effective AEC firm principal, and how to make them
- How to identify and leverage your firm's value proposition
- Platinum firm success strategies for niche and commodity markets
- How to overcome hurdles to sustainable growth
- Where to expand into new geographic, practice, and client areas without making big mistakes
- How the J-curve guides smart strategic growth decision making
- Keys to linking high-level strategic planning objectives to actionable targets
- Business development hacks used by top performing AEC firms
- Market sectors to avoid and which have the greatest profit potential, right now, using PSMJ's exclusive Go/No Go tool
- Five organizational structures that deliver superior results, and how to choose the right one for your firm
- And so much more with your instructor Tim Griffin!

Click [here](#) to register now!

Tim Griffin, P.E., AECPM



As a PSMJ consultant, Tim Griffin has published numerous management articles and trained thousands of design firm principals across North America in best business practices. He also authored the best-selling book *Winning With Millennials: Attracting, Retaining, and Empowering the Next Generation of Design Firm Professionals*.

He currently serves as Principal-in-Charge at RMF Engineering, an engineering consulting firm that works internationally. There, Tim is responsible for offices in Raleigh and Charlotte, NC, and Atlanta, GA, and has also served on RMF's Board of Directors for 12 years.

In his teaching and instructing with PSMJ, Tim's focus is working with principals to be better leaders and business managers and helping others set up leadership training within their organizations.

As a student of leadership for more than 30 years, Tim's philosophy is that everything rises and falls with leadership and that leadership is both accountable and responsible for a firm's highs and lows. Tim has led RMF's leadership development university for six years, training mid-level leaders to understand the business side leadership. He is also experienced at helping firms develop their own in-house leadership universities.

Tim is a registered professional engineer and certified energy manager with a bachelor of science in mechanical engineering from North Carolina State University and a master's degree in business administration from Colorado State University. He is the Chairman of the International District Energy Organization—a 100+ year-old trade organization. He also gives keynote presentations on millennials nationally and internationally.