

AE Teams e-Workshop

New ideas and approaches to business development at AE firms are emerging and can be a powerful organizational tool to help accelerate recovery and drive growth as our rapidly changing world amplifies competitive pressures amid changing client demand..

Greenway has designed and expertly facilitates this e-Workshop to help firms adapt their business development strategy to changing market sector's attitudes and expectations.

**New Demands on Business Development**

- Accelerate new business development approaches and skills driven by market dynamics
- Shifting seller/doinger priorities
- Distance selling
- Sales cycle time, win rates, and forecasting
- Siloed client relationships and concentration risks

**What You'll Learn**

- What has changed, what hasn't, and winning business amidst today's uncertainties
- Identify and adapt strategies that can spark new opportunities in your markets and improve margins
- Identify a range of ideas to enhance client engagement and leverage project data

**e-Workshop Format**

- **Confidential single-firm experience**
- **Three hours**
- **10 person maximum**
- **Interactive and (virtual) hands-on**

Workshops are designed exclusively for AE firms with insights derived from Greenway's experts and on-going research among a wide array of AE firms and best in class companies.

**e-Workshop Benefits:**

- **Greenway's expertise**
- **Easy access and inclusive**
- **Reduced logistical effort**
- **Practical action items**
- **Strengthen team culture**

**Our e-Workshop clients have said:**

*"Greenway's one-firm e-workshop format allowed us to hold really candid discussions and generate ideas that were tailored to our firm compared to the multi-firm webinars and conferences we have attended."*

*- a multi-office diversified firm*

*"Our leadership team needed this focused and facilitated discussion to adapt our BD strategy. We appreciated the practical tips and action steps with Greenway's cut-to-the-chase examples."*

*- a 20-person design firm*

*"Just what my team needed to get our heads back in the game and re-focus on new opportunities"*

*- a 95-person AE firm*