

<p><b>Project Strategies</b></p> 	<p>Explores how can the most appropriate engagement strategies be defined depending on the company objectives, strengths and preferences to ensure resources and effectively utilised. Considers three main approaches and the advantage and disadvantages of each strategy</p> <ul style="list-style-type: none"> <li>◆ Sector, Project and Company</li> </ul> <p><b>Method:</b> Team Workshops and Facilitated Discussion</p>
<p><b>RIBA Plan of Works</b></p> 	<p>Clarification about the 2020 amendments and where influence can be leveraged with focus on three key stages. Considers the engagement with the many stakeholders and how demand can be created at each stage by each sales role</p> <ul style="list-style-type: none"> <li>◆ Stage 3; Spatial Coordination</li> <li>◆ Stage 4; Technical Design</li> <li>◆ Stage 5; Manufacture and Construct</li> </ul> <p><b>Method:</b> Presentation, Post-It Note Workshop and Facilitated Discussion</p>
<p><b>Project Delivery Methods</b></p> 	<p>Explores the four common procurement systems being exercised in industry allowing a better understanding of each in order to ensure the most effective engagement strategy is deployed by the sales team.</p> <ul style="list-style-type: none"> <li>◆ Traditional</li> <li>◆ Design &amp; Build</li> <li>◆ Management Contracting</li> <li>◆ Prime/Supply Chain Contracts</li> </ul> <p>Focus is given to the advantages and disadvantages of each with particular emphasis on the drivers and how sales teams should interact and engage in the most appropriate way to create influence and value</p> <p><b>Method:</b> Presentation, Workshop and Facilitated Discussion</p>
<p><b>Construction Contract Types</b></p> 	<p>Overview to aid understanding and clarity around the main contract types considered by Clients and Contractors. Supports the sales team to engage using the appropriate language and considerations by having knowledge about the advantages and disadvantages of each, together with whether our activities can align effectively with the contract type</p> <ul style="list-style-type: none"> <li>◆ Lump sum contracts</li> <li>◆ Unit price contracts</li> <li>◆ Cost-plus contracts</li> <li>◆ Guaranteed maximum price (GMP) contracts</li> </ul> <p><b>Method:</b> Presentation and Facilitated Discussion</p>
<p><b>Creating Specification Value</b></p> 	<p>Explores the many classifications and works package groupings to look for additional specification opportunities and ensures alignment to the most appropriate categories and how added-value and differentiation can be gained with architects and consultants</p> <ul style="list-style-type: none"> <li>◆ NBS Common Arrangement of Works</li> <li>◆ Uniclass 2015</li> <li>◆ MasterSpec</li> </ul> <p><b>Method:</b> Presentation and Facilitated Discussion</p>
<p><b>Contractor Engagement</b></p> 	<p>Takes the contractors viewpoint to understand what requirements and drivers Main Contractors and Sub-Contractors have in today's construction projects and how sales roles can provide differentiated value. Uses best practice sharing workshops to understand which stakeholder should be engaged with and what activities drive demand to meet their project objectives</p> <ul style="list-style-type: none"> <li>◆ Main Contractor Drivers: Bidding and Awarded</li> <li>◆ Main Contractor Personnel: Engagement Plan</li> <li>◆ Sub-Contractors: Trading Intelligence to drive demand</li> </ul> <p><b>Method:</b> Post-It Note Workshop and Facilitated Discussion</p>
<p><b>Project Participant Mapping</b></p> 	<p>The key to greater project success; understanding the wide and complex tendering network and strategies to adopt for improving project influence. Explains the golden best practice methods to understand all of the bidding participants and how the sales team can engage earlier to improve the package outcome and sales result</p> <p>Asks delegates to apply the Project Participant Mapping to their live projects to explore the depth of their knowledge and influence. Always an eye opening moment that cements the learning and workshop output into real-life project situations</p> <p><b>Method:</b> Presentation, Live Project Application and Facilitated Discussion</p>