From Ho-Hum to High Impact Project Interview Presentations

Speakers:

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To Earn CEUs for this Program:

Participants must:

1. Check in with attendance proctor at the door.
2. Attend at least 95% of the session.
3. Complete the post-program evaluation.
4. Complete a brief online assessment with a score of 75% or greater.

Detailed instructions on how to log into AGC Connection to complete the CEU process will be emailed to participants.

AGC of America has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102; (703) 506-3275.
Learning Objectives:

By attending this session, participants will be able to:

1. Learn a simple formula to make content more memorable and persuasive
2. Gain proven techniques to help presenters have a more positive impact on selection panels in the prepared presentation and Q & A
3. Understand the 8 Critical Characteristics necessary to get selected
4. Get more out of owner de-briefs
Selection Success Requires:

1. Crafting Compelling Content
2. Delivering an Engaging Presentation
3. Masterful Q & A
4. Meaningful Owner Debriefs
Both the message and the messenger impact listener response
1. Crafting Compelling Content
• Format according to owner’s interview letter.
• Answer all questions provided in the interview letter thoroughly - don’t assume that the panelists remember your SOQ information.
• Use project-specific content and relevant examples
Project Information

Six Items to Include:

- Project description
- Construction value
- Project date
- Role of the firm/person
- Relevant personnel
- Comparable because...
Masters Construction was the CM@Risk during the design and construction phases for this 30,000 square foot public library. The facility included a rare book room requiring special HVAC and light control systems, state-of-the-art computer and electronic systems, and a public community meeting room with complete audio-visual capabilities. This project was completed within the original budget and schedule.

**Const. Budget:** $5.8 million

**Final Const. Cost:** $5.78 million

**Const. Completed:** April 2013

**Relevant Personnel:**
- Lisa Martin – Project Manager
- Bryan Summers – Project Arch.
- Timothy Stanley – Structural Eng.

**Comparable because:**
- City of Phoenix project
- Branch library
- CM@Risk project
- Public involvement
- Complex HVAC
- Extensive computer and electronics
- Same key team members
- Provided full pre-construction and construction services
Power Road Improvements, Pecos Rd to Santan Freeway
City of Mesa, Arizona

Description: Hancock Contractors was the CMAR for three miles of new roadway, plus widening of Power Road, new bridge over the EMF/RWCD, and widening of existing EMF/RWCD bridges.

- Construction Value: $28.6 million
- Project Date: 04/2014 complete
- Firm Role: CMAR
- Relevant Personnel:
  - Scott Jones, Project Mgr.
  - Robert Bateman, Supt.

Comparable Because:
- Multiple GMPs
- Municipal Roadway
- EMF Bridges
Common Hot Buttons

- Budget
- Safety
- Schedule
- Quality
- Diversity of team
- Technical expertise
- Manpower availability
- Familiarity with client
- Communication/responsiveness
- Unique materials
- Location (local)
- Politics
- Risk management plan
- Flexibility
- Building stakeholder consensus
- Compliance
- Community relations/public outreach
- Environmental
- Traffic control
- Coordination with design/construction team
- Access
- Partnering
- MBE/WBE compliance
- Iconic structures
- Aesthetics/public art
- Public image
- Desire for team to “just handle it”

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## Differentiators Chart

<table>
<thead>
<tr>
<th>Hot Buttons: What matters to this client?</th>
<th>Features: Unique selling point of team to address hot buttons</th>
<th>Benefits: What’s in it for them?</th>
<th>Proof: What stories, examples or testimonials do you have to validate your ability to deliver?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule: This is a fast track schedule in order to make sure you are up and running by Christmas</td>
<td>This team has done 3 of the last 5 local projects most comparable to yours</td>
<td>Running start, no learning curve</td>
<td>We were able to shed 2 months out of the schedule saving the project $X. The client was so thrilled, they had this to say:</td>
</tr>
</tbody>
</table>
Use this 4 part formula to create:

- Situation (comparable elements/challenge)
- Solution (how you resolved it)
- Success (outcome)
- Moral (what this says about what you can do for this client)
Collect Testimonials for Each

- Budget
- Safety
- Schedule
- Quality
- Diversity of team
- Technical expertise
- Manpower availability
- Familiarity with client
- Communication/responsiveness
- Unique materials
- Location (local)
- Politics
- Risk management plan
- Flexibility
- Building stakeholder consensus

- Compliance
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- Iconic structures
- Aesthetics/public art
- Public image
- Desire for team to “just handle it”
Never Assume the Panel:

- Knows your company or remembers what is in your SOQ
- Will remember team members’ names and roles
- Knows the acronyms that you use
- Automatically recognizes when you move to another question or knows what question you are trying to address
To PowerPoint or not to PowerPoint...

- Indicate question being responded to
- Don’t make it a script
- Keep it simple
- Use pictures

Question #4 - Project Issues

**Interior Issues**
- Variety of users
- Circulation
- Interior views
- Technology requirements
- Office requirements
- Durability of materials
- Availability of materials
- Facility maintenance
- Lighting
- Audio/visual equipment

**Site Issues**
- Sun/shade
- Mountain views
- Soil complications
- Desert wash
- Traffic patterns
- Pedestrian access
- Landscaping
- Safety in design
- Good neighbor
- Noise/Light control
Other Visual Elements

- **Samples**
- **Boards**
  - Organization chart
  - Site maps and aerials
  - Project schedule
  - Project issues
  - Why select us?
  - Experience matrix
<table>
<thead>
<tr>
<th>Key Personnel</th>
<th>Peoria Grand Parkway</th>
<th>ADOT Highway 72</th>
<th>Contract for TPC</th>
<th>Honeycutt Road Bridge</th>
<th>Mesa 64” Pipeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tom Drysdale, 16 Years w/DBA</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tim Ginter, P.E., 12 Years w/DBA</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Bob Maurer, 7 Years w/DBA</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>Jim Latto, 3 Years w/DBA</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>Tony Peluso, 6 Years w/DBA</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Adam Pitts, 5 Years w/DBA</td>
<td>X</td>
<td>X</td>
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<td></td>
<td>X</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Scope Items</th>
<th>Peoria Grand Parkway</th>
<th>ADOT Highway 72</th>
<th>Contract for TPC</th>
<th>Honeycutt Road Bridge</th>
<th>Mesa 64” Pipeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curb, gutter, sidewalks</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Utility foundations</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Asphalt paving</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Driveways/bus bays</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concrete paving</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Storm drains, scuppers, retention basins</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Utility adjustments</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Wet utilities, service taps</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>Traffic control</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Lighting/signalization</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Structures, bridges, box culverts, manholes</td>
<td></td>
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<td></td>
<td></td>
<td>X</td>
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<tr>
<td>Landscaping, artwork</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
2. Delivering and Engaging Presentation
Engaging Delivery

“People will forget what you said,
People will forget what you did,
People will never forget
how you made them feel.”

Maya Angelou
3 Ways Your to Influence the Selection Panel

- What is seen
- What is heard
- What is felt, sensed or perceived
What is Seen

- First impression
- Dress
- Grooming
- Body language
- Eye contact
- Interaction with visual aids
What is Heard

- Conversational
- Pacing
- Inflection
- Diction
- Pause
- Volume
- Emphasis
What is Felt

- Sincerity
- Passion for the project
- Care for the owner
- Confidence
- Team chemistry
- Connection with the panel
3. Masterful Q & A
Enhance What the Panel Sees

- Maintain good posture
- Be attentive to whoever is speaking
- Begin and conclude your response to the person who asked the question
Enhance What the Panel Hears

• Hear the question fully, then pause before responding
• Be succinct
• Use brief examples or stories to illustrate your point
If it is a complex or multiple part question it is okay to:

- Ask them to break up the question and answer each part individually
- Answer the part you are most comfortable with first, then go back to another part, so long as you let them know
If you don’t understand the question:

- Ask them to repeat the question
- Ask for clarification
- Paraphrase the question at the beginning of your answer
- Conclude by asking if that sufficiently answered their question
• Keep a master list of questions by client
• Have company preferred responses
• Rehearse Q & A, Rehearse, Rehearse
• Rehearsing Q & A = Greater Comfort and Confidence
Enhance What the Panel Feels

• Smile
• The PM should field the questions and hand them off when appropriate
• Don’t have one person try to answer every question
• Avoid piling on
• Be friendly, not defensive
• Smile
Winning Interviews

Demonstrate

✓ Compelling Content
✓ Confidence
✓ Competence
✓ Credibility
✓ Care
✓ Connection
✓ Conversational
✓ Chemistry (Team)
Preparation

• Start early
• Allow for individual as well as group work
• Practice for real
• Mock panel no less than 2 days before the interview
• Criticism is not the same as coaching
4. Meaningful Owner Debriefs
Why Debrief?

- It’s frustrating to work so hard and not get selected.
- It can be tough to figure out what went wrong and how you can improve.
- Debriefing is a useful tool to get valuable information.
- It also shows that you are serious about working with that owner.
Debrief Tips

- **DO** Ask for a debrief whether you win or lose.

- **DON’T** Ask for a debriefing after every selection process.

- **DO** Call the client and ask for an appointment to discuss selection process.

- **DON’T** Just drop in and ask for “a couple of minutes”.
Debrief Tips

• **DO** Try to schedule a debrief as soon as possible.
• **DON’T** Wait too long to ask for a debrief.
• **DO** Bring a maximum of three people.
• **DON’T** Bring too many people, it can make the Owner uncomfortable.
Debrief Tips

• **DO**  Encourage the Owner to be candid and brutally honest.

• **DON’T**  Expect to only get positive comments.

• **DO**  Assume that the Owner knows what they are talking about.

• **DON’T**  Get defensive or try to justify your presentation.
More Do’s

• Bring copies of SOQ and interview handouts
• Target questions to get useful feedback:
  • Three words describe impression of team?
  • What could we have done differently?
  • What did we do right?
  • What had the greatest impact?
• Be pleasant, smile!
And Finally, Do...

- Thank the Owner for taking the time to meet with you. They are busy people and these are not comfortable meetings to have.

- Let the Owner know that:
  - You appreciate the opportunity to interview
  - You are truly interested in working with them
  - You look forward to the chance to interview again in the future.

- Make the recommended changes!
Selection Success Requires:

1. Crafting Compelling Content
2. Delivering an Engaging Presentation
3. Masterful Q & A
4. Meaningful Owner Debriefs
Questions?
Order either eBook at www.SelectionSuccess.com

***Discount for conference attendees good through 3/21 AGC14

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