



PE Leadership Institute

THE ONLY LEADERSHIP CLASS IN IOWA AIMED AT
PRACTICING PROFESSIONAL ENGINEERS

Join us for an unparalleled journey in leadership and career development tailored specifically for design professionals. Our program is designed to catapult individuals onto a trajectory of success in project management and principal positions. Over six immersive sessions, participants delve into the core aspects of leadership and the business of engineering.

Forge Lasting Connections

At the heart of our program lies the invaluable opportunity for relationship building. Through engaging sessions and dedicated networking time, participants form strong, enduring bonds, fostering the exchange of innovative ideas. Through this shared experience individuals cultivate a robust network of industry contacts. Plus, with each session featuring an overnight component, the networking continues beyond the classroom, encouraging participants to stay overnight and deepen connections.

Expert Guidance

Our lineup of presenters comprises a blend of seasoned professional speakers and esteemed firm principals.

Transformational Sessions

Embark on a transformative learning experience through our comprehensive sessions:

- A/E Firm Leadership: Discover the essence of leadership, starting with self-awareness and extending to understanding others.
- Business Development and Marketing: Unlock the secrets to winning work and driving business growth.
- Running the Business: Navigate the complexities of running a successful firm with confidence.
- Risk Management for Future Firm Leaders: Learn to anticipate and mitigate risks, crucial for future leadership roles. 4.
- Work Life Balance for an Effective Leader: Achieve harmony between personal and professional life for sustained success.

Personal Growth and Professional Development

Earn Professional Development Hours Throughout the program, participants earn approximately 30 PDH credit hours.

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CANDIDATES FOR PE LEADERSHIP

The PE Leadership Institute welcomes driven individuals who demonstrate exceptional performance and a commitment to excellence.

The ideal candidates are those with the potential to lead projects, teams, offices, or even entire companies. While the program traditionally caters to professionals with six to 12 years of industry experience. Individuals from varied backgrounds and levels of experience are welcome and encouraged to apply.

- Invest in the future of high-potential emerging professionals by providing them with the necessary tools and insights to excel in leadership roles.
- Prepare employees transitioning into new roles managing people and projects, equipping them with the skills and confidence needed for success.
- Reinforce existing skills, cultivate confidence, and expand the leadership toolbox of both new and seasoned leaders.

We welcome all professionals within engineering firms or engineers employed in the public or private sector: engineers, architects, planners, surveyors, as well as those in business development, human resources, and marketing roles. Our program is designed to embrace diversity and inclusion in all its forms, welcoming participants from diverse professional and personal backgrounds.

INVEST IN THE FUTURE

Tuition:

ACEC Iowa Members: \$3225 per attendee

Members of Iowa Engineering Society: \$3225 per attendee

(contact the state office for multiple employee discount from organizations registering more than one team member)

Non-members: \$6115

Engineers employed in the public sector may apply for a scholarship reducing tuition to only \$900

(contact the state office for application information)

REGISTRATION PROCESS

DEADLINE: September 15, 2025

PARTICIPATION:

The class size is limited to no fewer than 12 and no more than 24 participants (first come, first serve).

Fee:

Fee includes all meeting materials, PDHs, breaks and meals. Fee does not include hotel or travel expenses. Participants will be responsible for making their hotel reservations.

REGISTRATION: Register for the PE Leadership Institute online at the Iowa Engineering Society's website. Completing and submitting the registration form serves as both an individual and firm commitment to the program. Honoring this commitment may mean delegating project work, interviews, etc., and balancing your home calendar to attend.

PAYMENTS/CANCELLATIONS/REFUNDS:

Full payment must be received by September 15, 2025 or registration may be cancelled. Make checks payable to Iowa Engineering Society or pay with a credit card online.

ATTENDEES are expected to attend all sessions and will have the opportunity to receive 30 professional development hours.

Contact us:

Iowa Engineering Society
1080 Jordan Creek Parkway, Suite 106C
West Des Moines, IA 50266
515-284-7055
ies@iaengr.com

PE Leadership Institute

2025-26 SCHEDULE

Session 1
November 12-13 2025

Day 1- Championing Innovation and Leading Change

9:00 am - 4:00 pm- Lunch provided

5:00 pm - Optional Evening Activity at Topgolf

Presentation and Location: Tero International
1840 118th St., Clive, IA

An interactive one-day workshop for leaders leading in a changing environment.

It does not take a leader to notice an opportunity or a problem. It does not take a leader to have ideas about how to leverage the opportunity or solve the problem. It takes a leader to mobilize people to innovate and take action. Innovation is not a magical power that some possess and most despair of ever understanding. Innovation is simply the process of seeing things in a new way and embracing the process of change.

Change is an obvious and undeniable fact of life. Change simply means moving forward and not standing still. The most successful leaders are those that do not run from change, but turn it to their advantage.

There are a lot of reasons changes fail. Each failed change has its own special blend of things gone wrong. One common element to many failed change efforts is that leaders enter it without adequately understanding how to lead the process of change.

LEADERSHIP TRAINING LEARNING OBJECTIVES

- Learn to create challenging goals that energize and inspire others
- Responsibly challenge the status quo and conventional practices
- Experiment and take smart risks to achieve innovative and effective solutions
- Demonstrate a bias for taking action and doing things proactively
- Confront common misconceptions about change
- Discover the most common mistakes in handling change
- Understand the role of emotions in change
- Learn useful tips for engaging others in the process

Day 2- Risk Management

8:30 am - 12:00 pm

Nick Maletta with Holmes Murphy

Location: Iowa Engineering Society
1080 Jordan Creek Parkway, West Des Moines, IA

Is it worth the Risk? Learn how to manage risk or avoid it from the beginning

As problem solvers, engineers often rush to assist on problem projects. But with troubled projects comes the risk of assuming responsibility for pre-existing design defect. This program offers insight on risks that could lead to or increase claims. This workshop will review closed claims that have recently incurred a loss or expense. You will learn about the areas of risk and risk drivers. Your presenter will share with you the 30 elements of non-technical actions, behaviors, or breakdowns in project or practice management resulting in a claim. Learn how to manage the key contract risk drivers: poor project evaluation and evaluation, scope of services issues and breakdowns in contract protocols.

Learn how getting the contract right can be the difference between a profitable project and incurring liability or losses your firm cannot afford.

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Session 2
December 10-11, 2025

Day 1- Business Development & Marketing- What it takes to win work

9:00 am - 4:00 pm- Lunch provided

5 pm Optional Evening Activity at Spare Time

Day 2- Business Development & Marketing- What it takes to win work continued

8:30 am - 12:00 pm

Barbara Shuck, Everest Marketing Services

Location: Iowa Engineering Society

1080 Jordan Creek Parkway, West Des Moines, IA

In today's competitive landscape, winning work is essential for the growth and success of your firm. Join us for an engaging session led by veteran A/E marketing expert Barbara Shuck, FSMPS, CPSM, as she shares over 30 years of experience and insights into business development and marketing strategies tailored for the design profession.

Session Highlights:

- Interactive Discussions and Hands-on Activities: Explore industry best practices that are adaptable and scalable to firms of any size or structure. From client analysis to persuasive communication techniques, attendees will gain practical tools and resources to grow their firm's backlog and enhance their personal business development confidence.
- Practical Sales Call Exercise: Put your skills to the test with a hands-on sales call exercise, where attendees will have the opportunity to plan and conduct a business development meeting with a client. Receive valuable feedback from the client, instructor, and peers to refine your approach and improve your effectiveness.

Learning Outcomes:

- Develop business development skills and best practices to overcome challenges and envision success.
- Gain insight into the power of persuasion and buyer behaviors and learn strategies to convey competitive advantages effectively.
- Acquire tips for developing profitable, strategically aligned business for your firm.
- Learn proven conversation starters and exercises to boost sales call productivity.
- Explore ideas to enhance proposals, presentations, and marketing tools to effectively build awareness and win more work.

Presenter Barbara Shuck, FSMPS, CPSM, Everest Marketing Services

As a nationally recognized veteran marketer, published author, and accomplished storyteller, Barbara helps companies clarify their mission, messaging, and marketing. Everest Marketing Services is an award-winning consultant to the engineering, architectural and construction industry.

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Session 3
January 21-22, 2026

Day 1- Listening for Leaders and Hostage Negotiations

9:00 am - 4:00 pm- Lunch provided

5:00 pm Optional Group Dinner at Biaggi's

Dan Oblinger with Leadercraft

Location: Iowa Engineering Society

1080 Jordan Creek Parkway, West Des Moines, IA

You will find this interactive program fascinating as you learn how to be an "active listener." These skills are used by hostage negotiators and business leaders to create connection, discovery and engagement in critical conversations. This will use small-group exercises, roleplaying and instructor led explorations of the toughest situations in your professional and personal lives.

Learning outcomes:

- Principles of active listening
- How listening guides leadership decisions
- What is associate listening
- How to avoid terrible listening habits
- The eight active listening habits
- Effective models to develop empathy, rapport and trust
- How to handle objections, demands and aggressive behavior
- How to impact culture through people, processes and principles of listening

Dan Oblinger is a hostage negotiator, author of 'Life or Death Listening', a keynote speaker on leadership, listening and negotiations and a father of five adopted children. His work is built on a simple premise: everyone has a unique and valuable story to tell. When we invite those stories and intentionally listen, we become better leaders. Dan explains how leaders can harness the power of emotions to build trust and transform their relationships.

Day 2- Diversity Matters/ Establishing a Culture of Business Development/ Iowa Leadership Panel

8:30 am - 4:00 pm- Lunch provided

Location: Iowa Engineering Society

1080 Jordan Creek Parkway, West Des Moines, IA

8:30 am - 9:30 am Diversity Matter with Melynda DeCarlo, cofounder of 6585 Consulting

The complexity of diversity (age and gender) can be overwhelming and a little intimidating, but that is where this session comes in. Leaders who welcome a culture of inclusion have a competitive advantage and have been found to outperform others in the industry.

9:30 am - 12:00 pm Establishing a Culture of Business Development with Creighton Cox, Business Development Manager with Greiner Construction

Instilling and encouraging a strong business development culture in your firm makes great business sense. But it takes planning, preparation and education to be the "employer or leader of choice."

1:00 pm - 2:00 pm Ethics- A presentation Inspired by Real Events

This is an interactive program featuring real-life scenarios for engineers facing ethical decisions. You will be asked to determine if these real-life scenarios pose an ethical dilemma and what the engineer should do to protect the public's safety, health and welfare.

2:00 pm - 4:00 pm Senior Leaders Roundtable- From Engineer to Management to Leadership

This is your opportunity to network with a diverse panel of leading engineering professionals. This facilitated session gives participants a chance to ask questions on how to succeed in the engineering world. These leaders will share with you their personal journey to where they are today and the decisions and challenges they faced along the way. You can learn from their mistakes and their successes. They will share what traits they see in future leaders, tips on work/life balance, and what they believe engineers need to learn beyond being a good engineer.

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