

AEC MARKETING for Principals

HOWARD EXPLAINS IT ALL: 2022 PLANNING, WINNING TOP TALENT, HYBRID WORK ENVIRONMENTS, AND DIVERSITY AND INCLUSION

with Howard Wertheimer



1. Budgeting for 2022: What should principals take into consideration?

- Office downsizing due to hybrid work environments
- Is your staffing model fit for a post COVID industry?
- Adapting to new technology platforms
- Emphasis on work/life balance

2. The Talent War

- Hybrid work environments are a consequence of COVID that may have lasting benefits throughout the industry. By leveraging technology, the hiring pool is no longer limited to a certain locale.
- The emphasis on work/life balance has heightened with the younger generation joining the workforce and taking leadership positions. Trust should be the foundation of every working relationship. Trust your staff will get the work done and meet their deadlines outside of the typical 8-5 pm work shift.

3. Does being a local firm still have an advantage in the virtual landscape?

- Yes. There is still a need for boots on the ground local talent, but there is also an opportunity to make strong working relationships virtually. Having a hybrid staff allows owners to increase their talent pool while decreasing commute times, carbon footprints, and travel expenses.

4. How to approach a minority firm partnership?

- Reach out and build connections with the minority firms but also with the community. There is power in offering K-12 mentorships and workshops to get kids involved and familiar with the industry at a young age.

5. What owners should be asking before the M&A is finalized:

- Is it the right culture fit or just a business transaction?
- Are there any blind spots ahead? Is this just a short-term appeal?
- What will this look like in 3, 5, 10 years?

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