

GBA GEOPROFESSIONAL
BUSINESS
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2020 FALL CONFERENCE
A VIRTUAL EVENT

Recovery, Revitalization & Resurgence Beyond Crisis

OCTOBER 20-23, 2020

Thursday, October 22, 2020

Great Leaders Pivot, Not Panic: Six Keys to Help Your Team Buy into Change, Adapt Quickly & Innovate for Future Success



Presenter:

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President
Motiv8u Enterprises, LLC



Moderator:

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Executive Director
Geoprofessional Business Association

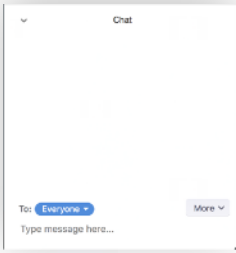
GREAT LEADERS PIVOT, NOT PANIC

SPEAKER: BETSY ALLEN-MANNING

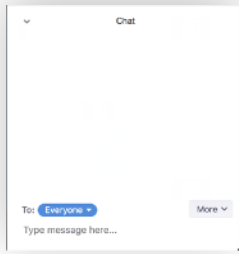


MNAGANIG

(Rearrange the letters above)



MANAGING CHANGE



When you think about all of the massive changes that are taking place within your industry right now, how does it make you feel?

CHANGE

Change Causes Uncertainty

“People would rather be unhappy than uncertain.”

-Tim Ferriss



Change Makes Us Uncomfortable



62% of people don't like being forced to leave their comfort zone.

Time To Participate!



It takes 21-30 days to accept change, and most people spend the entire time resisting or complaining about it.

CHANGE MANAGEMENT

CHANGE MANAGEMENT BLUEPRINT:

6 C's Of Leading Through Change

Confidence

Develop the mindset to accept, adapt & conquer the challenges you're facing.

Communication

Discover how to help others accept change, pivot their role, & learn ways to get their buy-in.

Connection

Get strategies to keep your team engaged, collaborative, and help them stay productive & prevent burnout.

Creativity

Get insight into both your employee & customer challenges, & then innovate to overcome them.

Conflict

Discover the 3 types of employees that change produces, & learn how to lower change resistance.

Culture

Avoid the common mistakes that cause low morale, low productivity & high turnover with change.

C1

C2

C3

C4

C5

C6

POLL 1- 6 C's



CHANGE MANAGEMENT BLUEPRINT:

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If you can't sell yourself
on the changes you're
making, then you won't
be able to sell anyone
else on them either.



C1:
CONFIDENCE

33% of changes fail because the leader didn't support the changes being made.

CHANGE AGENT

A person in an organization who identifies challenges, recognizes opportunities for improvement, helps execute new processes & assists people to adapt to a new way of doing things.

Identify Business Challenges:

Change Agents look at how the current changes impact the 4 main areas of their organization.



How has your team been impacted by the pandemic?



How have your customers been impacted by the pandemic?



How have your business practices been impacted by the pandemic?



How have you personally been impacted by the pandemic?

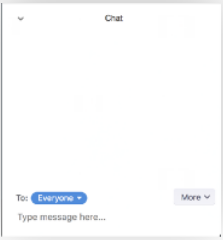
Poor leaders view change as a tragedy. Change Agents view it as an opportunity.

@betsyamanning

Identify Business Opportunities:

Change Agents look for potential opportunities that Challenges are simply opportunities in disguise. could come out of the changes they're facing.

Identify Business Opportunities:

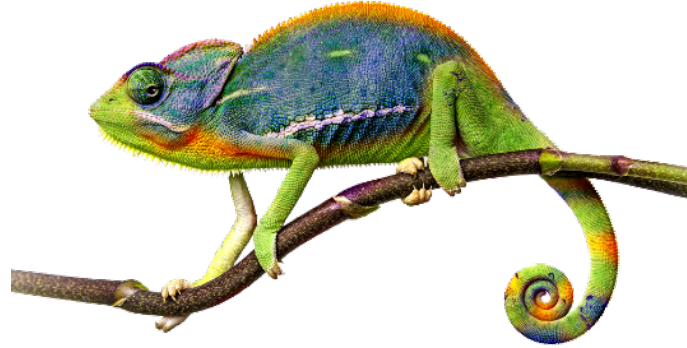


1. What are the opportunities for your team with the current changes you're facing?
2. What are the opportunities for your customers with your current changes?
3. What are the opportunities in creating new business practices?
4. What benefits/opportunities do you personally have with these changes?

Ability To Adapt:

Poor leaders adapt to cope with change. Change
Agents adapt to succeed through change.

Nature's Greatest Adapters



Pivot Quickly:

To pivot is when a company is forced to adapt because their current business model is unsustainable, or an unforeseen circumstance requires immediate changes in order to survive.







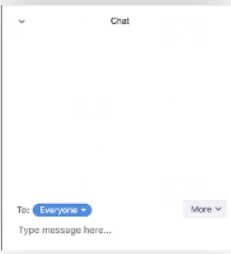
Companies That Pivoted Quickly

The Netflix logo, featuring the word "NETFLIX" in white, bold, sans-serif capital letters with a 3D effect, set against a solid red rectangular background.



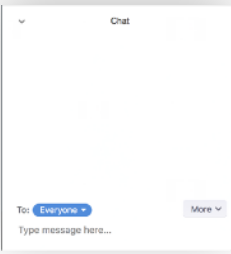


Identify Your Pivot Areas:



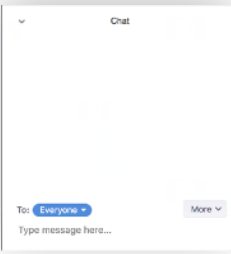
In what areas of your
business do you need to pivot
right now?

Create Your Pivot Strategy



What are ways you can modify how you mentor the next generation of leaders in a Covid economy?

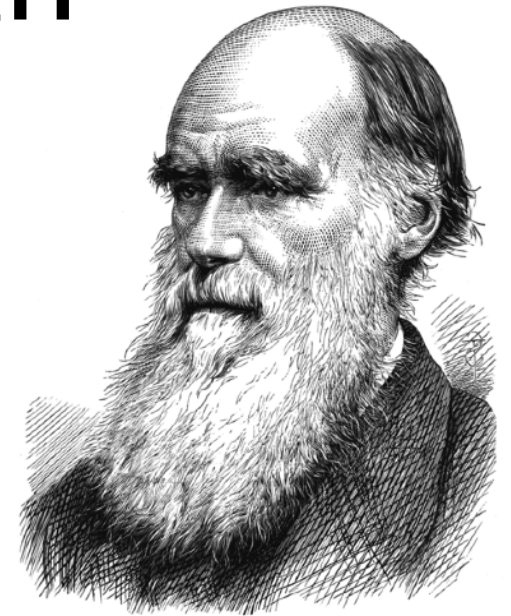
Create Your Pivot Strategy



What are some ways you can track staff productivity with remote workers to decrease or prevent backlog, & increase accountability?

“It’s not the strongest or the most intelligent who will survive; but those who can best manage change.”

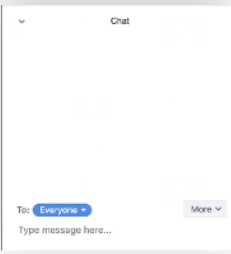
-Charles Darwin



How you communicate
change to the people you
influence has the BIGGEST
impact on how much
resistance you'll get.



C2:
COMMUNICATION



What's one change that is
difficult for your staff to
accept right now?

3..Grigio G1 22.50
2..Bordeaux G1 17.00
2..CORSENDONK BROWN 18.00
2..ABSOLUT 18.00
2..DUVEL DRAFT 16.00
2..BLANCHE 50CL 18.00
3..DIET COKE 7.50
1..PALM 8.00
1..18% GRATUITY (\$153.90)

Items 855.00
Tax 71.59
Gratuity 153.90
TOTAL 1080.49

LE SERVICE N'EST PAS INCLUS MERCI

**GRATUITY
INCLUDED**



COMMUNICATE CHANGE TECHNIQUE

Clearly Define What's Changing & Why



Communication is not just about sharing a message; it's about creating a shared meaning of that message.

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DEFINE THE FOLLOWING:

1. The changes that are taking place and why.
2. Any new roles or tasks they will need to take on.
3. The training and resources that will be provided for their success.
4. What success looks like from YOUR perspective.



Your level of excellence is probably
different from your employees.

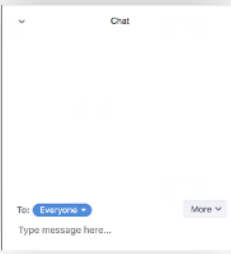
Anticipate & Eliminate Change Resistance

Over 70% of change efforts fail due to employee resistance.

-KPMG Global Transformation Study



3 Types of Employees



What are ways that
employees may show they're
resistant to change?

Change Resistance Indicators

1. Nitpicking Details
2. Saying snide comments
3. Missing meetings
4. Failing to commit
5. Starting arguments
6. Showing a lack of support
7. Sabotaging the change

One of the most important things leaders tend to neglect during a crisis or change is keeping their teams connected in a way that unites them in the overall mission, and get them to work together to accomplish it.



C's 3-4:
CONNECTION &
CREATIVITY

86% of executives believe that lack of collaboration directly contributes to workplace failures.

“It takes teamwork to make the dreamwork!”

When people work together toward an ordinary mission; they're able to accomplish extraordinary results.

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Creating More Engaging, Collaborative & Innovative Virtual Meetings



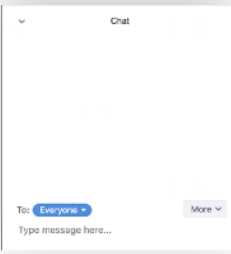
Begin At The End

The answer is: **RED**
What's the question?

Begin At The End

The answer is: Peanut Butter

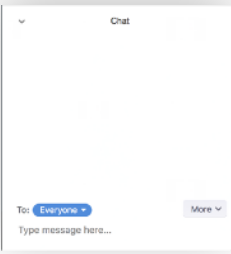
What's the question?



Begin At The End

The answer is: Social Media

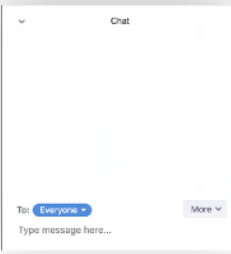
What's the question?



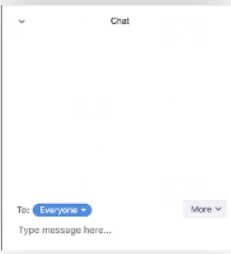
Begin At The End

The answer is: CoVID 19

What's the question?



Begin At The End

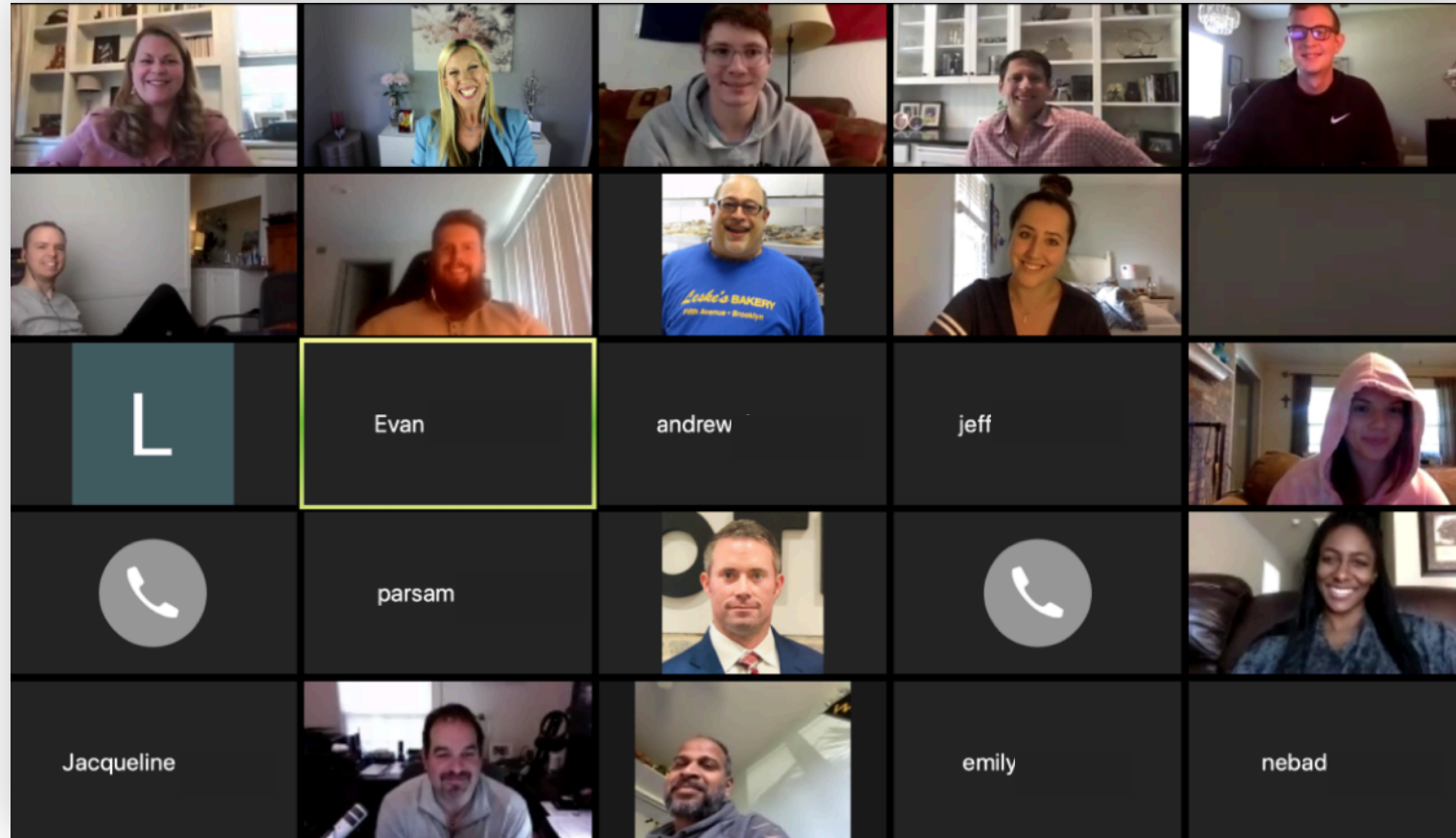


The answer is: Project Management
What's the question?

When you're having fun
you get more done.

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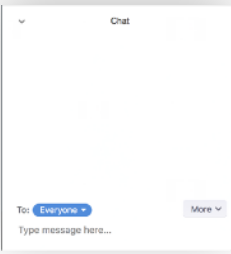
Conduct A Collaborate & Innovate Session



Need To Generate New Business In A CoVID Economy



Collaborate & Innovate



What are ways you can generate new business in a CoVID economy?

The more input you get from your team, the more valued they will feel, and the more committed they become to making the changes work.

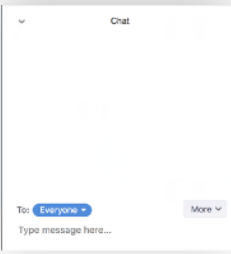
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Conduct A Stop And Start Session

Ask your staff what they need to stop & start doing immediately in order to get through this time of change.

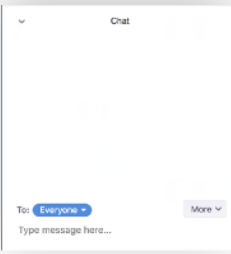
Stop/Start

What do you need to stop and start focusing on in order to maintain a positive attitude through these challenging times?



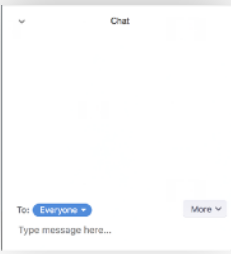
Stop/Start

What do you need to stop and start doing to be more productive while working remotely?

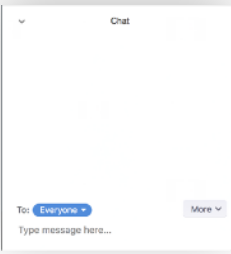


Stop/Start

What do you need to stop and start doing with your marketing?



Stop/Start



What do you need to stop and start doing with your clients?

The type of culture you develop during change determines the culture you're left with in the new normal.



C's 5-6:
**CONFLICT &
CULTURE**

Common Mistakes Leaders Make During Times of Change

Not Managing Conflict And Poor Behaviors

Dealing With Difficult Employees

• **Fact** • **Explain** • **Action** • **Result**

**F
E
A
R**



Common Mistakes Leaders Make During Times of Change

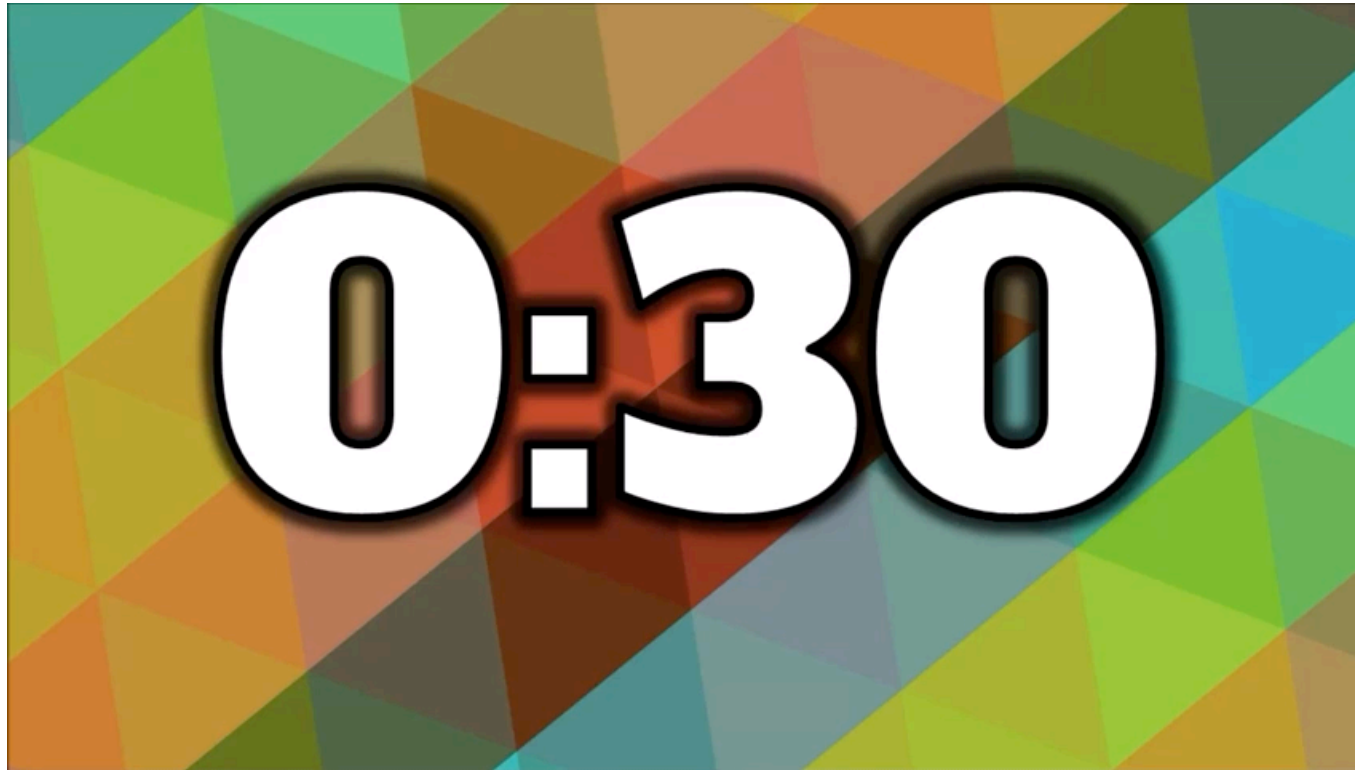
Causing Change Fatigue

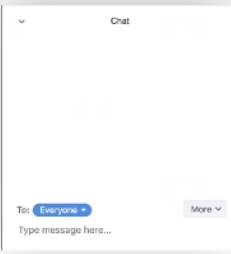


You can change anything you want in
business, but you can't change
everything all at once.

Common Mistakes Leaders Make During Times of Change

Expecting Immediate Perfection





How did it feel writing
your signature with the
opposite hand?

Never minimize someone else's
response to changes that YOU
may think are simple.

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“You can’t build an adaptable organization without adaptable people, and people only adapt for 2 reasons; because they HAVE to or because they WANT to.”

-Gary Hamel





CONFIDENCE ***COMMUNICATION*** ***CONNECTION***
CREATIVITY ***CONFLICT*** ***CULTURE***

Thank you!



Books Available



Visit: <https://betsyallenmanning.com/store/>

Resources

www.geoprofessional.org/resources/



BUSINESS BRIEF
October 2019

Preparing for the Next Recession Now

U.S. economic history is punctuated by recessions. The 2008-2009 recession was the United States' worst economic downturn since the 1930s and is now remembered as "the Great Recession." Nonetheless, some geoprofessional firms avoided major loss of profit; a few even thrived. But those that were not prepared – those that simply hoped for the best – experienced extremely negative impacts.

No one knows when the next recession will arrive, but most economists agree that another recession is certain. Most also agree that we're closer to the next recession than the last one. What does that mean for geoprofessionals?

History suggests that a recession affects the general economy by six to twelve months before the consulting-engineering industry is affected. Accordingly, if history repeats – as it often does – consulting-engineering-firm leaders would have little excuse for not seeing a recession on the way and failing to take appropriate, proactive measures.

Are you preparing to prepare, or just hoping for the best?

PREPARE FOR THE NEXT RECESSION NOW
Be ready for the next recession by preparing now, while you still have the luxury of time. Consider implementing some of the following measures.

Create or Update Your Strategic Plan
If you already have a strategic plan in place, when was the last time you reviewed, challenged, and updated it? Now is the time to analyze the plan, ensure the conditions you considered when you established or last updated it still apply, integrate new ideas linked to present conditions and possible future conditions, and prepare your financials and your culture for any needed changes.

Ask yourself if your market mix is viable in a declining/recessionary economy. If you are not appropriately diversified in markets, services, and geography, begin making the needed

Those that were not prepared experienced extremely negative impacts.

Ask yourself if your market mix is viable in a declining/recessionary economy.



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CONTRACT REFERENCE GUIDE

Fourth Edition



GEOPROFESSIONAL BUSINESS ASSOCIATION

by
John Philip Bachner

Co-Authored by
Geoprofessional Business Association
Terra Insurance Company



GEOPROFESSIONAL BUSINESS ASSOCIATION

CASE HISTORY
NUMBER
101

PROJECT MANAGEMENT

The Client
A contractor-in-charge (formerly, "general contractor")

The Project
A new hospital

Assignment of the GBA-Member Firm
Sample and test a bagged, non-shrink (expansive) grout.

Background

The new hospital building was the key element of a high-profile, \$800-million project. Comprising nearly three-quarters of a million square feet, it would be a seven-story structure developed by dealing with a partial basement, supported by drilled piers. Other building components included steel columns, metal decks, and concrete floor slabs. Importantly, the contractor-in-charge faced significant penalties if it failed to complete its work by the targeted date.

These plastic grout was a non-shrink grout to be mixed on site between plastic plates ranging from 1/2" to 1" thick. The plates were placed on the lowest reinforcement bars and the grout was poured into the space between the plates. The plates were then removed, leaving a hole in the concrete slab.

The Member Firm's construction materials engineering and testing (CoMET) field representatives sampled the product at the required frequency and cast cubes. The Member Firm's project manager was surprised by the results of their initial 28-day test on the first 11 sets of cubes (3 cubes per set; 33 cubes total), representing the strength of

the grout used for 85 columns. Only one set of cubes achieved the specified strength. Concerned about the possibility of an error, the project manager decided to validate its

Only one set of cubes achieved the specified strength.

sampling/testing procedures. In so doing, he learned that the firm failed to comply with ASTM C1107 and the manufacturer's recommendations, because:

- Instead of using metal molds, the firm used plastic molds whose walls flexed, creating uneven cube surfaces that changed the cross-sectional test area and, possibly, caused uneven curing; and
- The plastic molds were not intended to include a cover plate for each mold, probably resulting in a test specimen that was not a true product as placed.

The project manager spoke with the manufacturer's representative, who confirmed that the testing procedures were not correct. They were not following the manufacturer's instructions. The manufacturer's representative cast the cubes properly, tested them, and they have shown strength met or exceeded specifications.

The project manager was formulated a corrective action plan. Based on this input, the engineers concluded that the project manager cast the cubes properly – using metal cube molds with a metal cover plate – testing probably would have shown that their compressive strength met or exceeded specifications. But how could they prove it?

The Member Firm immediately stopped using the plastic molds and clarified proper





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