



1

teaming 2.0 : rewriting the rules

researchers, facilitators

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2

teaming 2.0 : rewriting the rules

BEST PANEL EVER!



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The Schemmer Associates



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3

rules for the guidelines

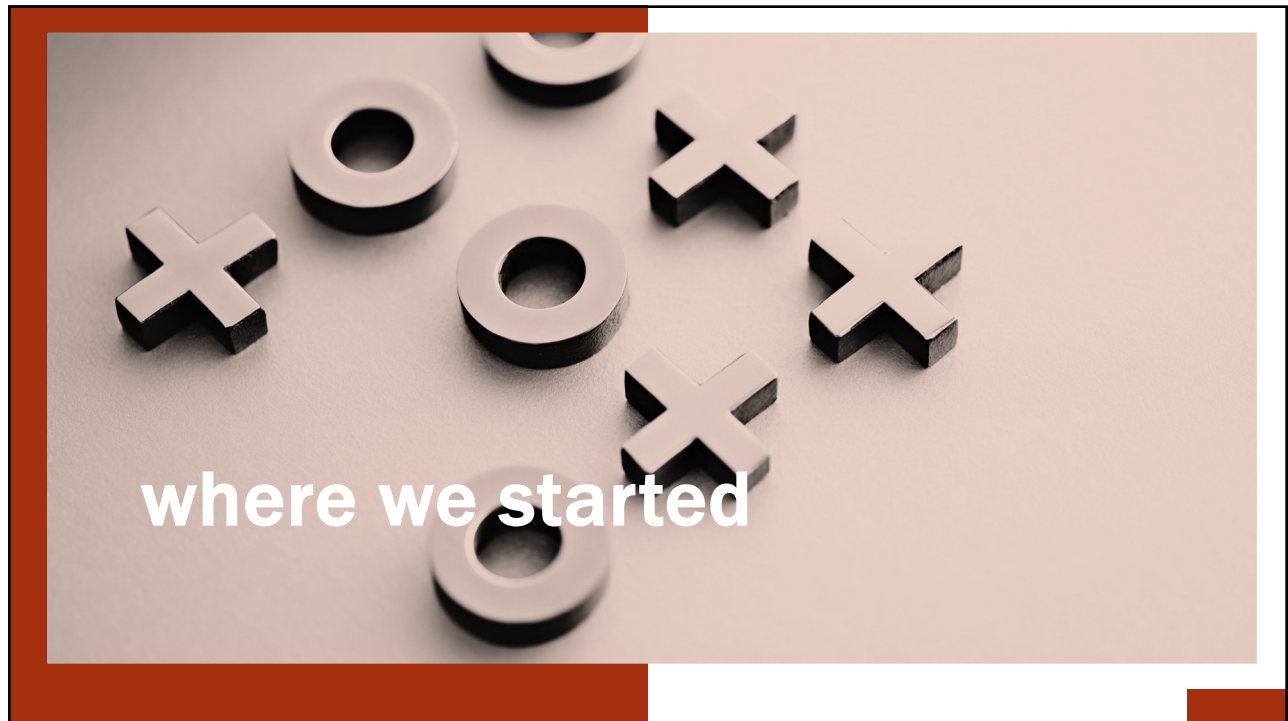
There are no dumb ideas.

Everything is captured, sorting comes later.

All perspectives count equally.

**ALL THE GUIDELINES WE MAKE TODAY WILL BE
AVAILABLE IMMEDIATELY FOLLOWING THE CONFERENCE**

4



5

primary research effort

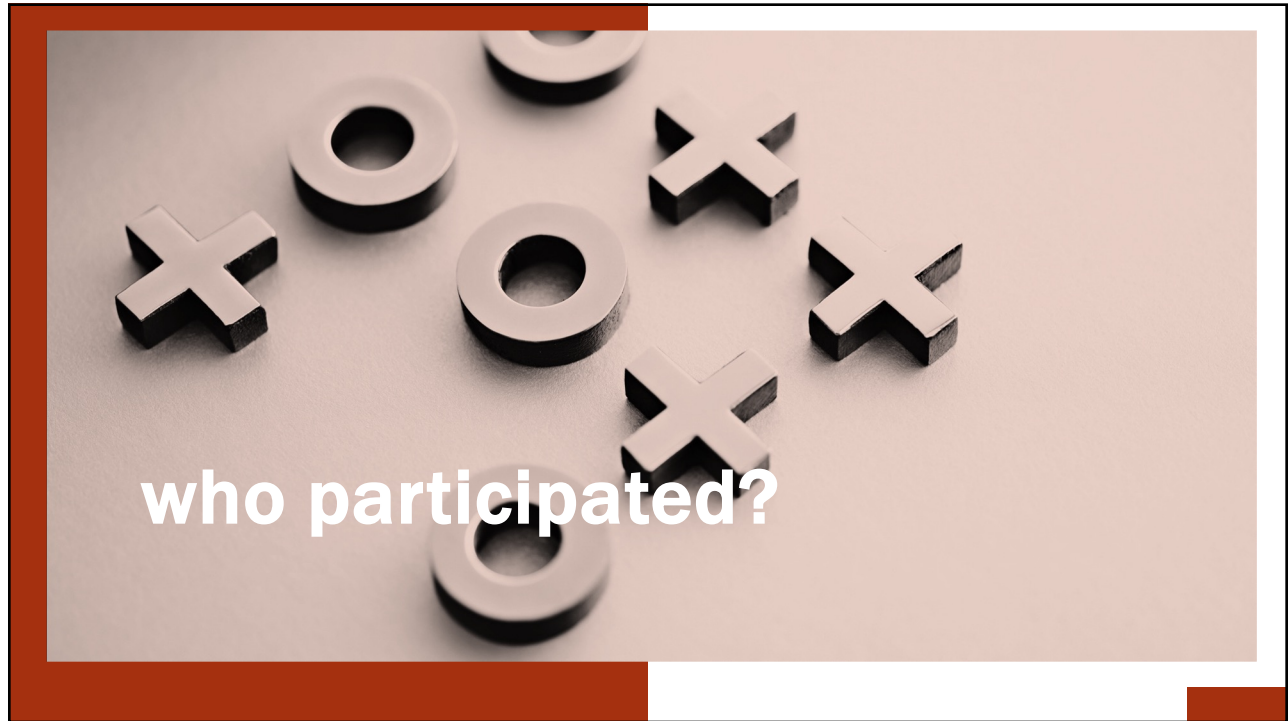
the OG in 2016

- 150 respondents
- broad AEC reach
- presented over 15x to state, national audiences
- SAME, SMPS, ACEC, etc.

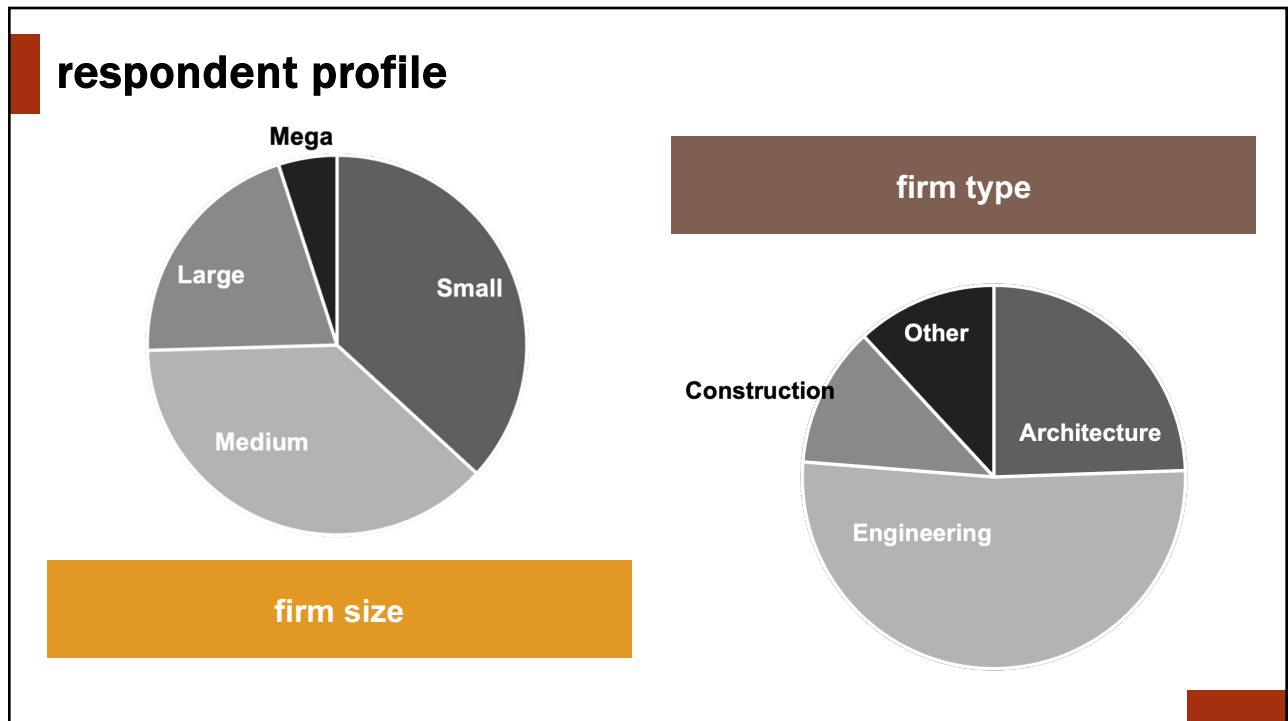
2.0 in 2022

- over 200 responses to date
- 5+ years later, capture how teaming has changed
- impacts such as pandemic, talent shortage, supply chain, economy

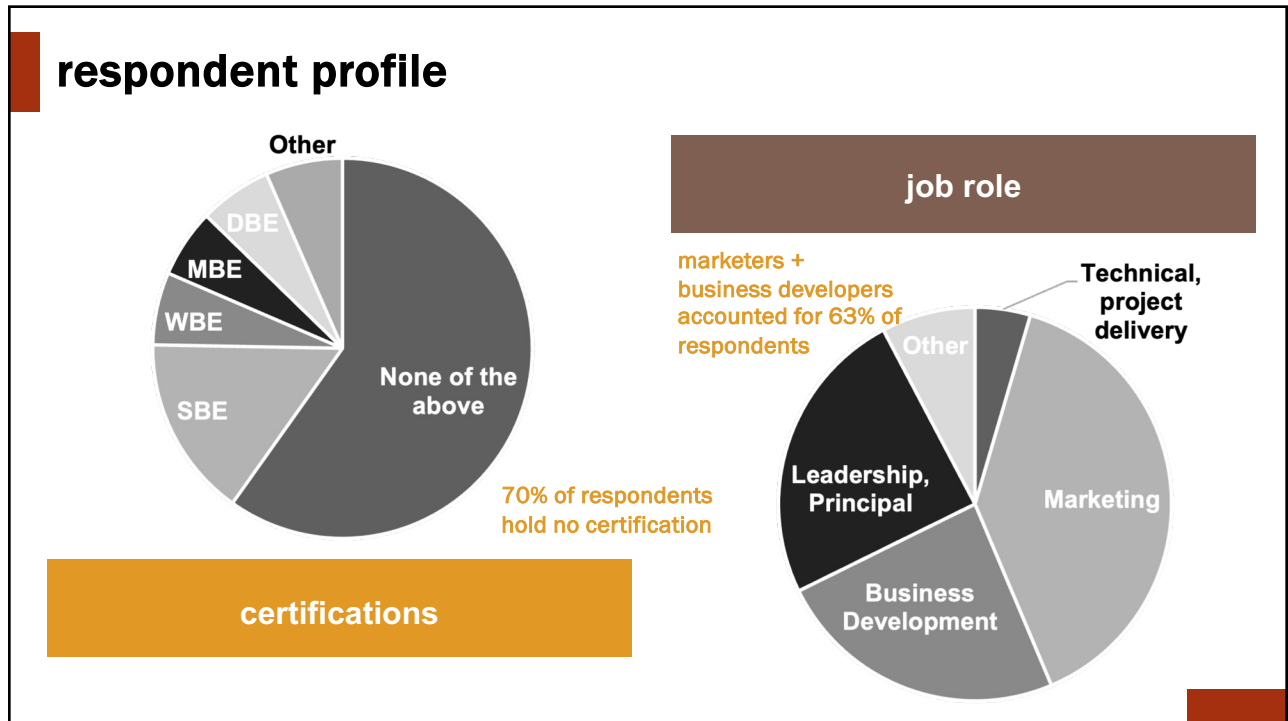
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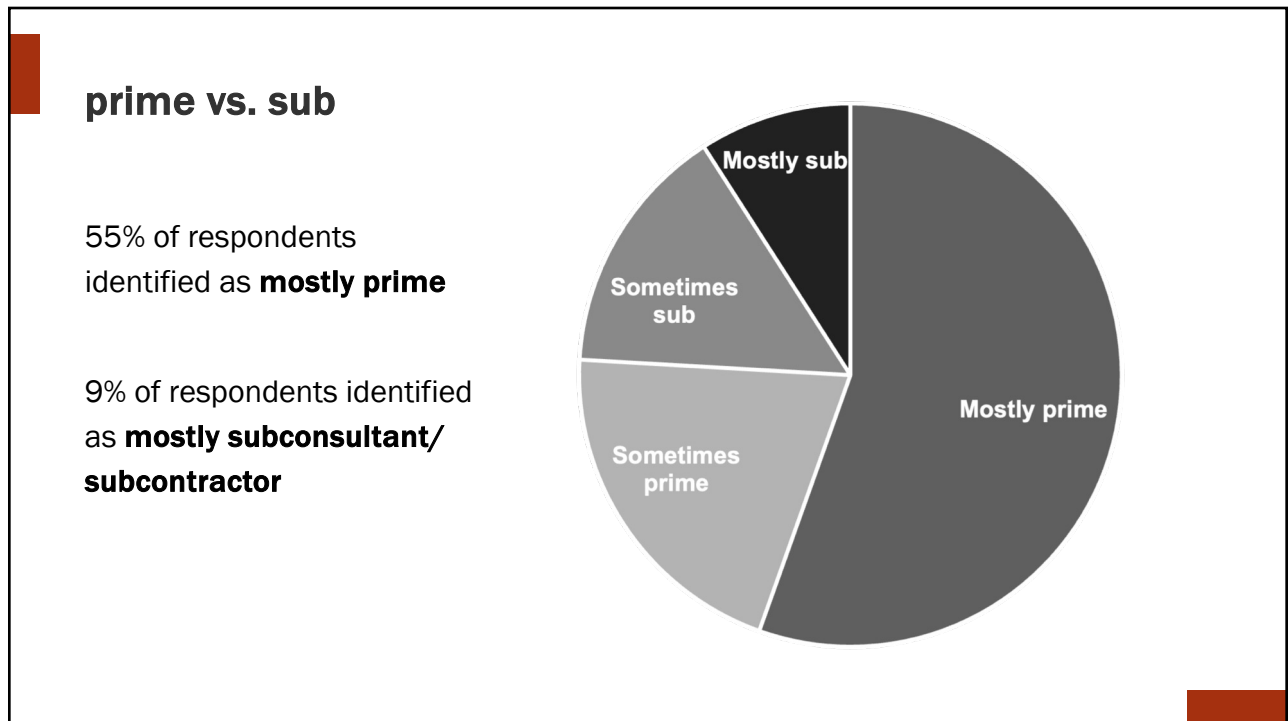
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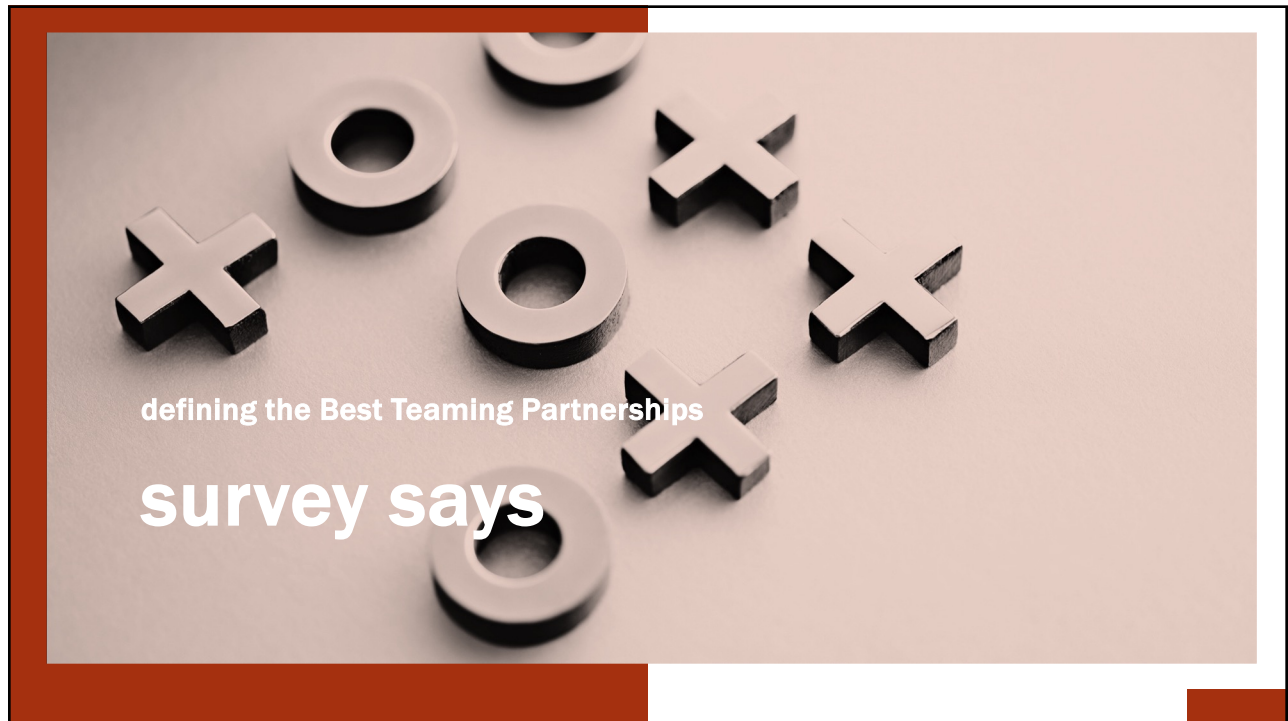
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9



10



11

when do we position on smaller projects?

\$250-\$500K fee or \$3.5M-\$7M construction

78%	65%
of primes start teaming conversations before the RFP hits the street	of subconsultants start conversations pre-RFP

12

when do we position on larger projects?

\$1M+ design fee or > \$15M construction value

96%

of primes start teaming conversations before the RFP hits the streets

91%

of subconsultants start conversations pre-RFP

13

is this changing?

THEN

70%

NOW

71%

smaller pursuits

72%

94%

larger pursuits

14



guidelines on timing and positioning

15

what is important to primes when considering partners?

- 01**
Sub has history with project or client
- 02**
Sub has a reputation of reliability
- 03**
Sub has a proven track record for technical delivery

16

what do subs consider in primes?

01

Prime has history
with project or
client

02

Prime has a
reputation of
reliability

03

Prime has a proven
track record for
technical delivery

17

how are teaming partners identified?

Primes and subs agree!
Existing relationships and **knowledge
of players** along with **input from the
client** rule the day.

18

**is this
changing?**

No.

What was valued then
is still valued today.

19



**guidelines on
finding teaming
partners**

20

what role does marketing performance + delivery play?

Primes look for partners who deliver the project and help them stand out from the crowd.

- 01 Subconsultant's silver bullet, differentiating qualifications
- 02 Subconsultant's ability to adhere to schedule, follow instructions, completeness, accuracy, flexibility
- 03 Subconsultant's schedule compliance

21

what role does marketing performance + delivery play?

For subconsultants, it's all about being a good team player on both sides of the table.

- 01 Prime's ability to be a team player
- 02 Prime's responsiveness
- 03 Prime expects an appropriate level of effort based on team role

22

is this changing?

Interestingly, the
pandemic made us
more **people focused**.

23



guidelines on why marketing matters

24

what's the value of small business?

- 01 Relationships**
Small businesses must network. Those relationships are golden.
- 02 Expertise**
If you're the small business with the right expertise, you're in.
- 03 Reliability**
Scheduled adherence and delivery records matter.

25

we landed on multiple teams! how?

- 01**
We know the agency or client and they love us!
- 02**
We know the project, we're positioned
- 02**
We have an industry recognized brand (brand awareness)

26

when do primes ask subconsultants to be exclusive to their team?

When the client **loves** them, or
when they bring a **“unique”**
technical expertise.

27

when do subs decide to go exclusive with a prime teaming partner?

When the prime is **positioned to win**
with great client relationships.
In general, **it's rare.**

28

**is this
changing?**

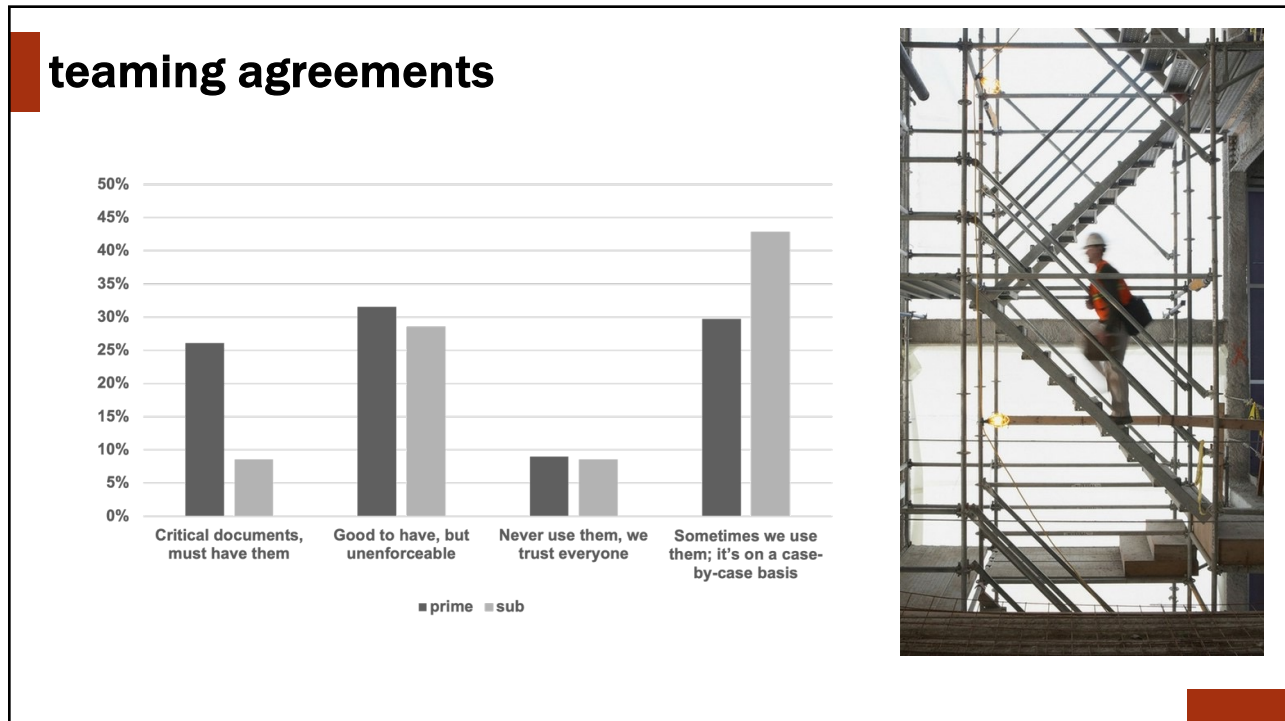
Maybe.
Small businesses are
getting smarter about
business.

29



**guidelines on
small biz teaming**

30



31

is this changing?

Yes.
Primes are asking for teaming agreements more.

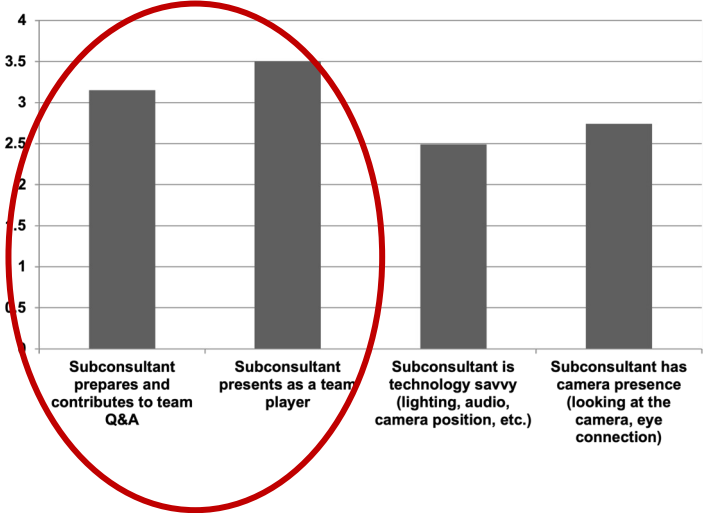
32



guidelines on teaming agreements

33

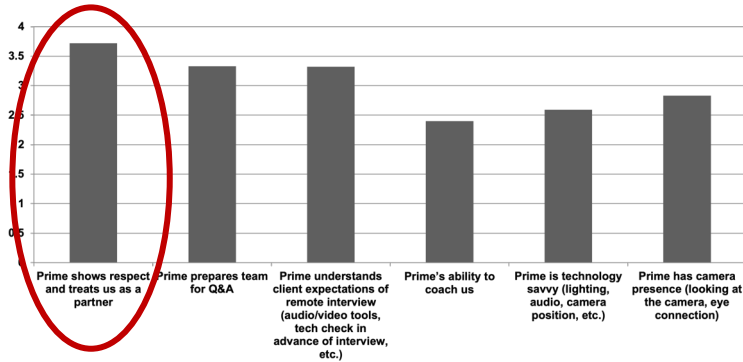
how are teaming decisions and relationships affected by the shift to remote interviews from the prime perspective?



Teaming Factor	Score
Subconsultant prepares and contributes to team Q&A	3.2
Subconsultant presents as a team player	3.5
Subconsultant is technology savvy (lighting, audio, camera position, etc.)	2.5
Subconsultant has camera presence (looking at the camera, eye connection)	2.8

34

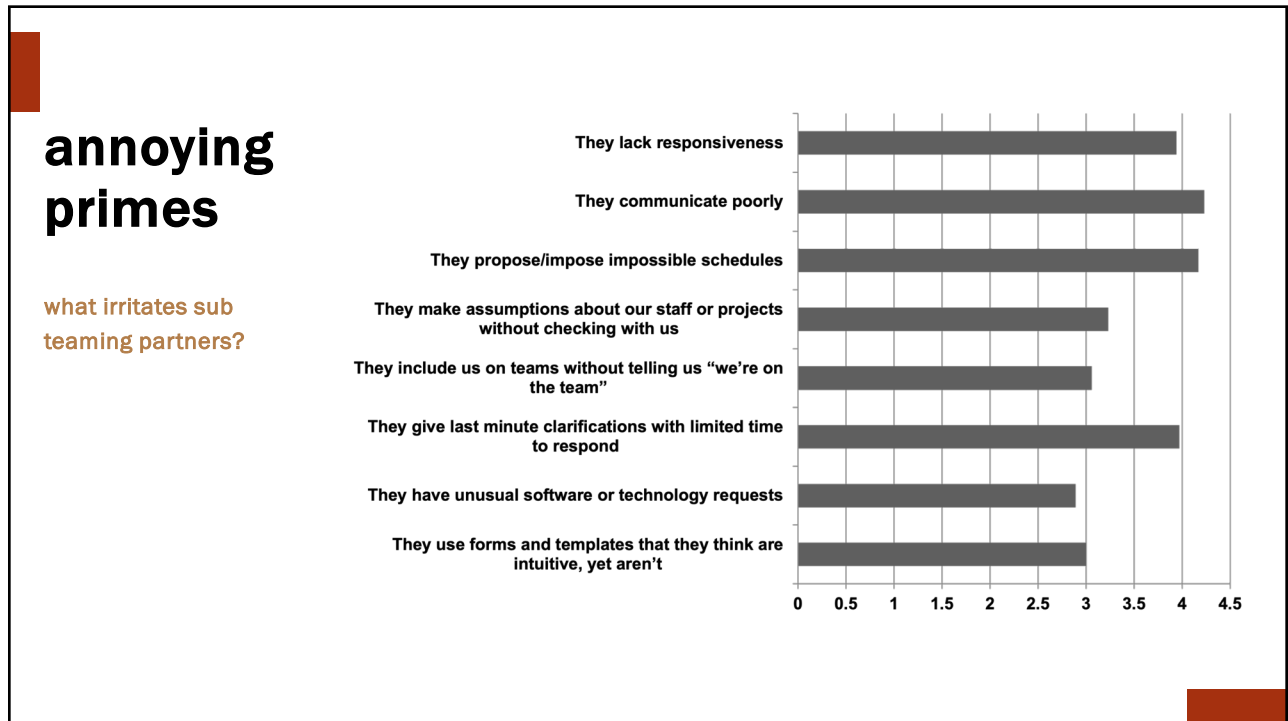
how are teaming decisions and relationships affected by the shift to remote interviews from the sub perspective?



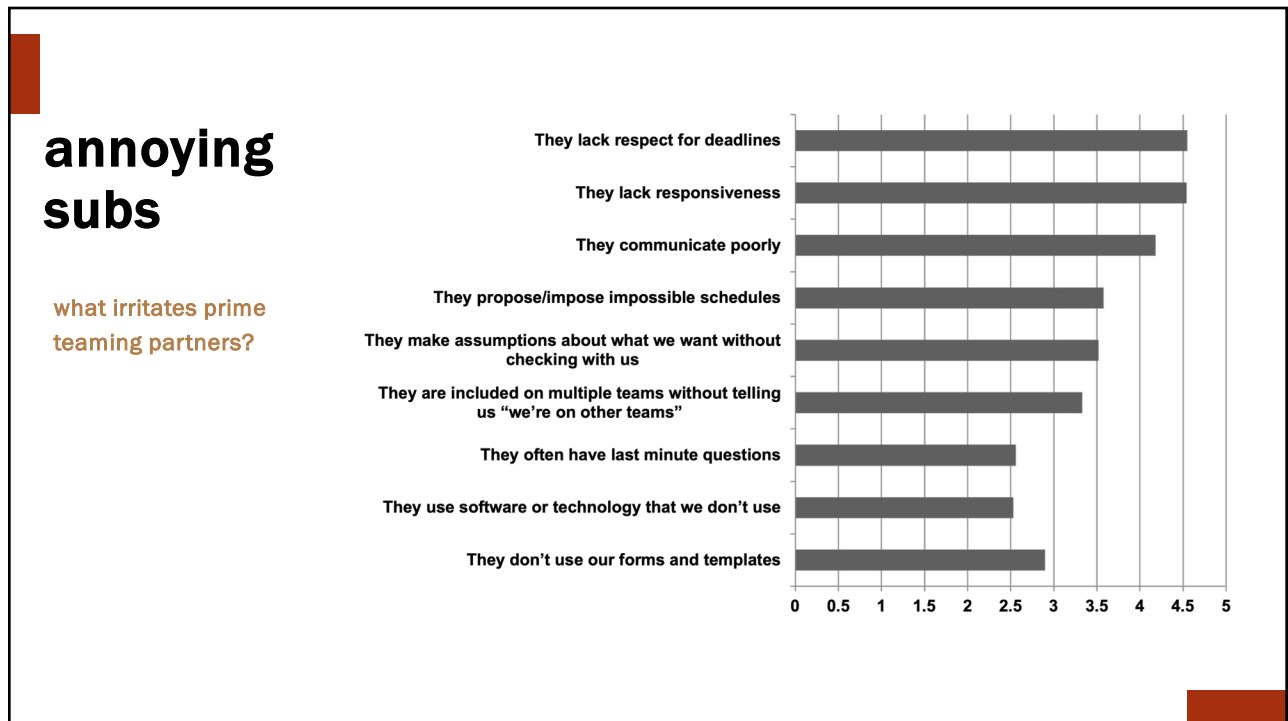
35

guidelines on remote interviews

36



37



38

**is this
changing?**

**Unfortunately, no.
But it really needs to
change.**

39



**additional guidelines for
primes and subconsultants**

40

all of these guidelines will be shared
immediately following the conference!

THANK YOU



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