



GUILD *The Voice of Business Development*



Join us for the Professional Business Developer (PBD) Training Program!

Provided by the Business Development Guild, LLC.

The Business Development Guild's Mission: "To Be the Premier Source of Education, Coaching, and Support for the Business Development Profession."

The Professional Business Developer (PBD) curriculum is a critical element in training current and the next generation of Business Development (BD) professionals. The curriculum is designed to provide you and your organization best in class revenue generation processes. We have been offering the 12 class course since 2017. This is the fifth year this program has been presented.

The benefits of obtaining your PBD include:



Maximize your return on business development investment



Practical applications to daily activity



Advanced industry knowledge



Access to industry experts



Improved communications with your operations team



Understanding best in class revenue generation



Program Curriculum

Location: Your Computer! **Class Time:** On-demand 24/7

The curriculum has been designed in 6 modules; each includes two class sessions of approximately 60 minutes each. The twelve classes are available on-demand 24/7 along with remote instructor feedback. New for 2021 the BD Guild will host monthly virtual hang outs for all individuals enrolled in the PBD course as well as all graduates and instructors. The full cost for the PBD Certification Program is \$1,800 for Members, \$2,100 for Non-Members and \$1,500 for Young Professionals. Once certified, it takes 6 CEU's annually to maintain certification.

MODULE 1

THE POWER OF THE DEBRIEF

Instructor: Garrett Terlaak, fs3 | Hodges

VIRTUAL COMMUNICATIONS FROM DAY TO DAY TO THE INTERVIEW

Instructor: Katie Yee, Connect Strategic Consulting

MODULE 3

EXPECTATIONS & MEASURING SUCCESS

Instructor: Jennifer Delaporte, Pepper Construction

BUSINESS & STRATEGIC PLANNING

Instructor: Anthony Jeffers, Hensel Phelps

MODULE 5

BUDGETING & OPERATIONS IN BUSINESS DEVELOPMENT

Instructor: Danielle Feroletto, Small Giants

UNDERSTANDING BUSINESS RISK

Co-Instructors: David Van Slyke, National Bank of Arizona & Joseph McGovern, The McGovern Group

MODULE 2

ETHICS, POLITICS AND BUSINESS DEVELOPMENT

Co-Instructors: Dean Howard, Hill International & Rebekah Morris, AZBEX

MARKET RESEARCH – THE FUNDAMENTALS

Co-Instructors: Ted Ritter, LMI360 & Nicole Christy, John Delano

MODULE 4

PROJECT DELIVERY METHODS – HOW THEY IMPACT BD STRATEGY

Instructor: Khary Knowles, DLR Group

CONNECTIONS ARE EVERYTHING: RETURN ON RELATIONSHIPS

Instructor: Kimberly Layne, The Kimberly Connection Co.

MODULE 6

EMOTIONAL INTELLIGENCE

Instructor: Joelle Hadley, The Culture Coaches

CLIENT FOR LIFE

Co-Instructors: Jana Brickey, DFDG Architecture & Julie Woodman, NV5