



Welcome to Our Spring Education Series

RESILIENCE

PREPARING FOR THE NEXT DOWNTURN

*Helping you and your clients confront risk
and optimize business performance!*

While you wait for the presentation to begin, use the chat button at the bottom of your screen and share your name, location, weather, or anything else.

Wednesday, April 29, 2020

Negotiate It! How to Crush Your Fears, Develop Your Negotiation Muscle, and Gain Power in the Workplace



Presenter

E. Lynn Price, J.D.

President

Lynn Price Consulting, LLC



Moderator

Joel G. Carson

Executive Director

Geoprofessional Business Association



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● Negotiate It! ●

WHY NEGOTIATE?

01

To get what you want
and need

02

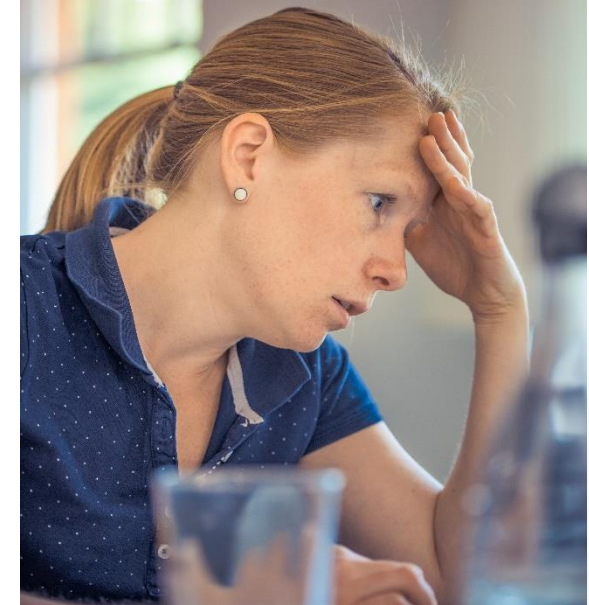
To get the most out of a
situation.

COMMON NEGOTIATION EXCUSES



FEAR

IMPOSTER SYNDROME



**PROCRASTINATION AND
DENIAL**



THREE COMMON FALLACIES RELATED TO NEGOTIATION

- I don't have any leverage.
- They don't negotiate.
- It's rude to ask, I don't want to make anyone mad.
I don't like conflict.

THE FORMULA OF THE 3 R'S

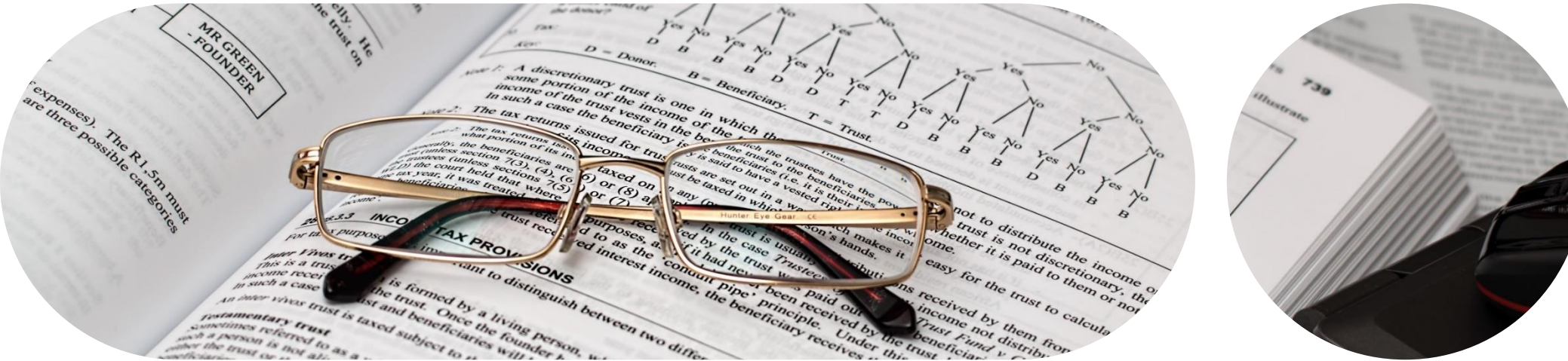


BE Ready

BE Relatable

BE Reasonable

BE READY



- Preparation phase
- Determine exactly what you want
- Priorities & Research

PRIORITIZATION



HAVE TO
HAVES

HELPFUL
HAVES

HOPEFUL
HAVES



RESEARCH

01

Know your subject

02

Know your
counterpart

03

Know your values and
company culture

EXPECT THE UNEXPECTED (AND THE EXPECTED!)

Think like your
counterpart

Make it easy for them
to say “Yes”

Practice – Say it out
LOUD!

BE RELATABLE

- Establish a rapport
 - People help people they like
 - Treat people with respect
- Not knowing is strength, not a weakness.
- Pay attention to your physical presence – yours and theirs.



BE REASONABLE

- Manage your emotions
- Don't negotiate against yourself
 - Silence and a smile
- Watch "wiggly" language
- Find solutions and get creative



SPECIAL SITUATIONS



- Confrontational negotiations
- Coping mechanism – managing conflict
- Team negotiations

POST NEGOTIATION ANALYSIS

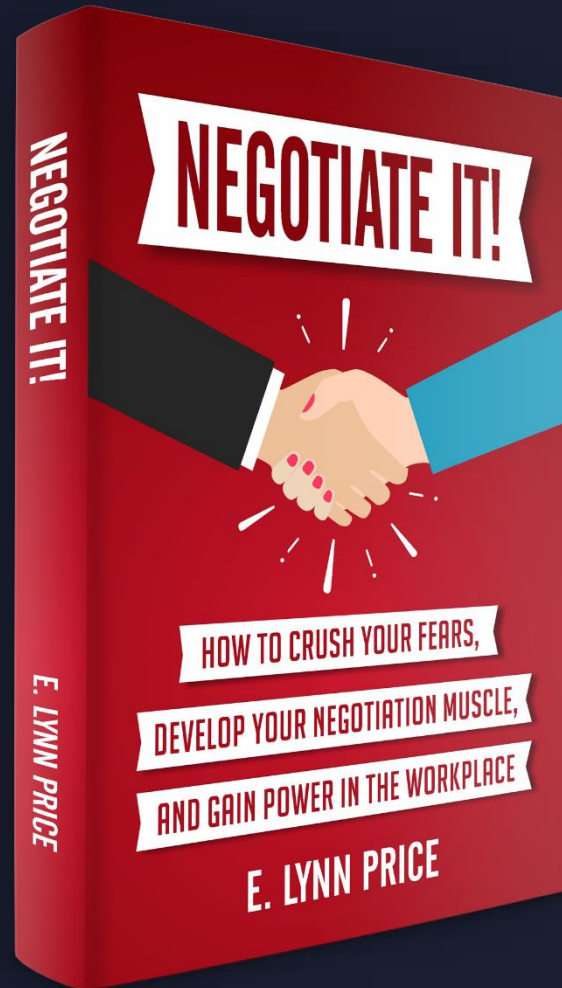
THIS IS WHERE YOU LEARN!



GET TO PRACTICING!

- Venues to start “Making the Ask”
- Don’t worry about hearing “No” – Remember, “Don’t Ask Don’t Get”





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Report back with your wins!

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The background is a deep blue with a subtle grid pattern. A large, semi-transparent wireframe globe is centered in the background. Overlaid on the globe and grid are various geometric shapes and lines, including triangles and rectangles, some of which are filled with a lighter blue color. The overall aesthetic is technical and digital.

Questions?

Available on Amazon

E. Lynn Price, J.D.
President
Lynn Price Consulting, LLC



Surveys & PDHs

- After the webinar, registered participants for this “live” presentation will receive an e-mail with a short survey to complete and a certificate for Professional Development Hours (PDHs).
- This presentation will be placed on GBA’s website for on-demand viewing.
** PDHs are not available for on-demand viewing.*

Upcoming Webinars

- **Thursday, April 30th 12:00PM - 1:30PM Eastern**
Recession Tune-up (Overhaul)
Guy Marcozzi, P.E., LEED AP BD+C, F.ASCE
- **Friday, May 1st 12:00PM - 1:30PM Eastern**
Gripped by COVID-19 - An Economic and Geopolitical Outlook
Past the Media Headlines
Bernard Baumohl

www.geoprofessional.org/event/gba-2020-virtual-spring-conference-and-education-series/

Resources

www.geoprofessional.org/resources/

GBA 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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50th GBA NEWSlog

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GBA NEWS

GBA Director Spotlight — Ken Johnston (GZA GeoEnvironmental)

Volunteers that serve on the GBA Board of Directors dedicate significant time and energy providing leadership to our Association. Not all our Board Members take the same path to leadership. In this spotlight, read about Ken Johnston's path to leadership as he took a road less traveled.

Read about Ken Johnston's road less traveled:

READ MORE

2020 Virtual Spring Conference

Although we are not meeting in Florida for our 2020 Spring Conference; the show must go on. We are ready to deliver, important elements of the Conference virtually including Committee Meetings, the Annual Business Meeting, and conference presentations by noted experts, authors, and leaders.

Business Meeting

GBA will host its annual Business Meeting during which our current President Arthur G. Hoffmann, P.E., D.G.E. and our President-Elect Kenneth R. Johnston will share their thoughts on GBA and its role in helping members manage risk and optimize performance during these challenging times. This is also the time where we officially elect and transition to our new Board of Directors.

Please plan on attending this important meeting on Friday, April 24, 2020 at 2:00 PM Eastern Time.

Register Now for this meeting: [Annual Business Meeting](#)

Peer Groups Provide Support in Troubled Times

GBA's Peer Review program has for decades provided member firms the business perspective they need in times of relative normality. In the fall of 2018, GBA's Peer Review Committee launched a related program (Peer Groups) designed to provide continuity and sustain a network for confidential peer perspective on business best practices among participants. The first Peer Group (5 executives from firms with little competitive overlap) was launched and remains engaged, especially

GEOPROFSSIONAL BUSINESS ASSOCIATION

DIRECTOR SPOTLIGHT

Ken Johnston

GZA GeoEnvironmental

JOIN US ONLINE

GBA'S 2020 VIRTUAL SPRING CONFERENCE & EDUCATION SERIES

APRIL 23-MAY 1, 2020

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CASE HISTORY

NUMBER 67

PROJECT MANAGEMENT

The Client

A constructor-in-charge

The Project

A one-story, light-manufacturing building

Assignment of the GBA-Member Firm

Perform a geotechnical-engineering study to evaluate subgrade soil conditions for floor slab support and perform soil-fill-compaction testing during grading.

Background

A development company retained the GBA-Member Firm to perform a geotechnical-engineering study for a 100-acre site intended for use as an industrial park. As part of the study, the Member Firm advanced geotechnical borings at locations throughout the site and performed laboratory testing on soil samples from the borings. The firm

Testing indicated that some of the site soils were highly plastic, the Member Firm's project manager noted this condition in her report.

also advanced borings at specific building sites. Testing indicated that some of the site soils were highly plastic and so could exhibit significant shrink/swell characteristics in response to changes in their moisture content. The Member Firm's project manager noted this condition in her report and advised that special requirements would have to be met for building construction. Grading at the building sites required both excavation and fill placement.

Five months later, the development company retained the Member Firm again, this time to provide construction-materials engineering and testing (COMET) services: observe grading and perform concrete

Construction included the building shell only; the floor slab would be constructed later to meet the needs of the eventual occupant.

testing during construction of foundations for a speculative, one-story light-industrial building. Construction included the building shell only; the floor slab would be constructed later to meet the needs of the eventual occupant.

A manufacturer purchased the building shell about 3 years later and hired a con-

structor-in-charge to complete building construction. The manufacturer required a minimum modulus-of-subgrade reaction, k , of 200 pci for the building's floor slab. Noting that some of the subgrade soils exhibited significant tension cracks, some as deep as 5 feet, the constructor-in-charge contacted the Member Firm, seeking its opinion about the soil's suitability to achieve a k of 200 pci.

The Member Firm assigned a project manager who had not been involved with the services previously performed for the development company. The project manager

The Member Firm assigned a project manager who had not been involved with the services previously performed.

prepared a plate load test proposal whose general conditions included a provision limiting the Member Firm's professional-negligence liability to \$50,000 or the fee, whichever was higher. The constructor-in-charge signed the proposal and the Member Firm conducted the test.

Results of the plate load test indicated a k of 150 pci, requiring the floor slab's thickness to be increased to 10 inches in some areas. The Member Firm's project manager noted in his report that desiccation caused the tension cracks that constructor-in-charge personnel had observed. He recommended that the soils, to be acceptable, should be reworked and recompacted (no depth indicated) and that the constructor-in-charge should place a layer of crushed stone over the exposed subgrade soils to help reduce drying. The project manager also wrote that he had had the plate load test performed in areas where the soils had been scarified, moistened, and recompacted specifically for the test.

The constructor-in-charge accepted the Member Firm's report and then retained

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2020 SPRING EDUCATION SERIES

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Future GBA Conferences

GBA FALL CONFERENCE / OCTOBER 22-24, 2020

MINNEAPOLIS

HYATT REGENCY
MINNEAPOLIS HOTEL



GBA SPRING CONFERENCE / APRIL 22-25, 2021

SAN DIEGO

MARRIOTT MARQUIS / SAN DIEGO MARINA



GBA FALL CONFERENCE / OCTOBER 21-23, 2021

HENDERSON, NV

WESTIN LAKE LAS VEGAS RESORT & SPA / NEVADA



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