

GBA GEOPROFESSIONAL
BUSINESS
ASSOCIATION

ELEVATE

LEADERSHIP

EMPOWER | GUIDE | INSPIRE

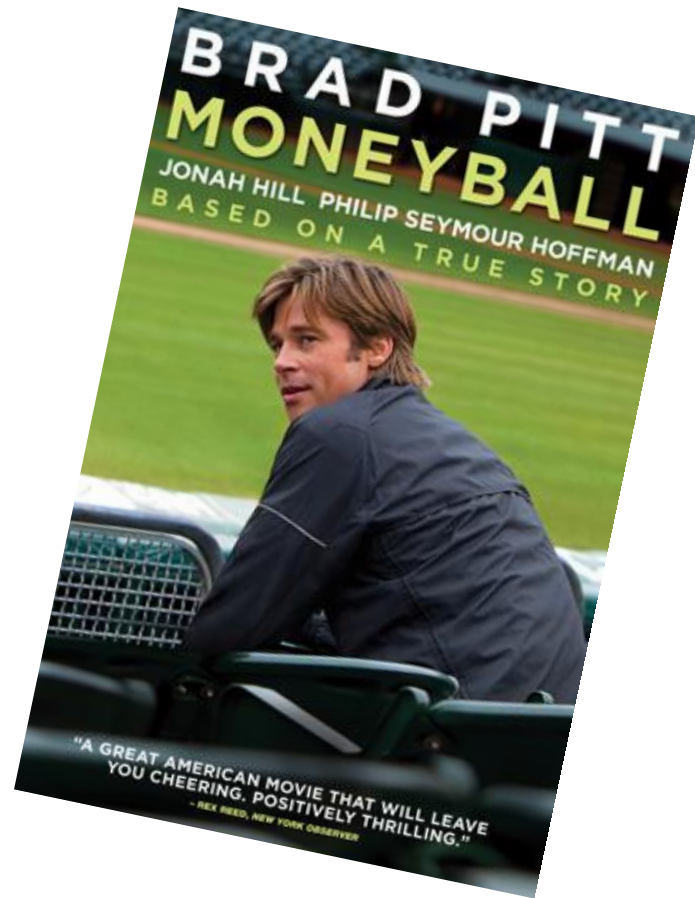
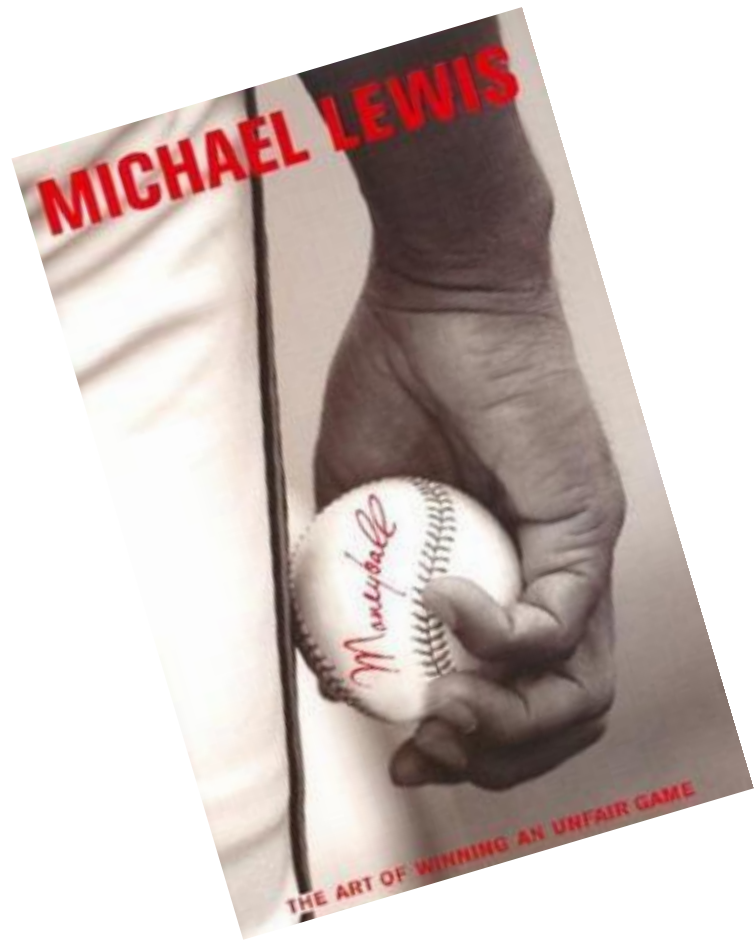


Spring Conference
April 20-22, 2023

Taking Care of Business: Increasing Engagement with GBA

Craig J. Fischer, P.E.
Principal and Continuous
Improvement Manager
Terracon





Key Results

- Embedded GBA within Terracon
 - Risk Management presentations
 - 12 presentations, 400+ attendees
 - Project Manager training
 - Several hundred employees per year
 - HR Competencies
 - Potentially 5,500 employees
 - Intranet site
- Membership Growth
 - New signups increased by 60% over 2019-2021 average



Terracon

Services available
in all **50** states

- 5,500+ employees
- 175 locations
- Employee-owned
- 58 years of service
- Services
 - Facilities
 - Environmental
 - Geotechnical
 - Materials



Locations Nationwide

Idea Lab

POWERED BY 

- “Is there a better way?”
- Completed projects include:
 - AP processing (“Paper Cut”)
 - DBE compliance (“ABCs of DBE, Easy as 1-2-3”)
 - Employee onboarding (“All Aboard!”)
 - Fleet vehicle ordering (“FastTrack”)
 - Lab materials recycling (“Barney’s Rubble”)
 - SF 330 Part IIs (“Part II 2.0”)

Get Executive Committee Support

“We need to take more advantage of what GBA provides!”



Find Leaders



“Can Idea Lab help to increase
Engagement with GBA”?

“Yes!”

Recruit the Team

“Who would like to help
Terracon use GBA more?”

“I would!”



Set a Goal



“Include relevant GBA materials in multiple Terracon initiatives, applications, and processes, and promote their use.”

Ask Questions

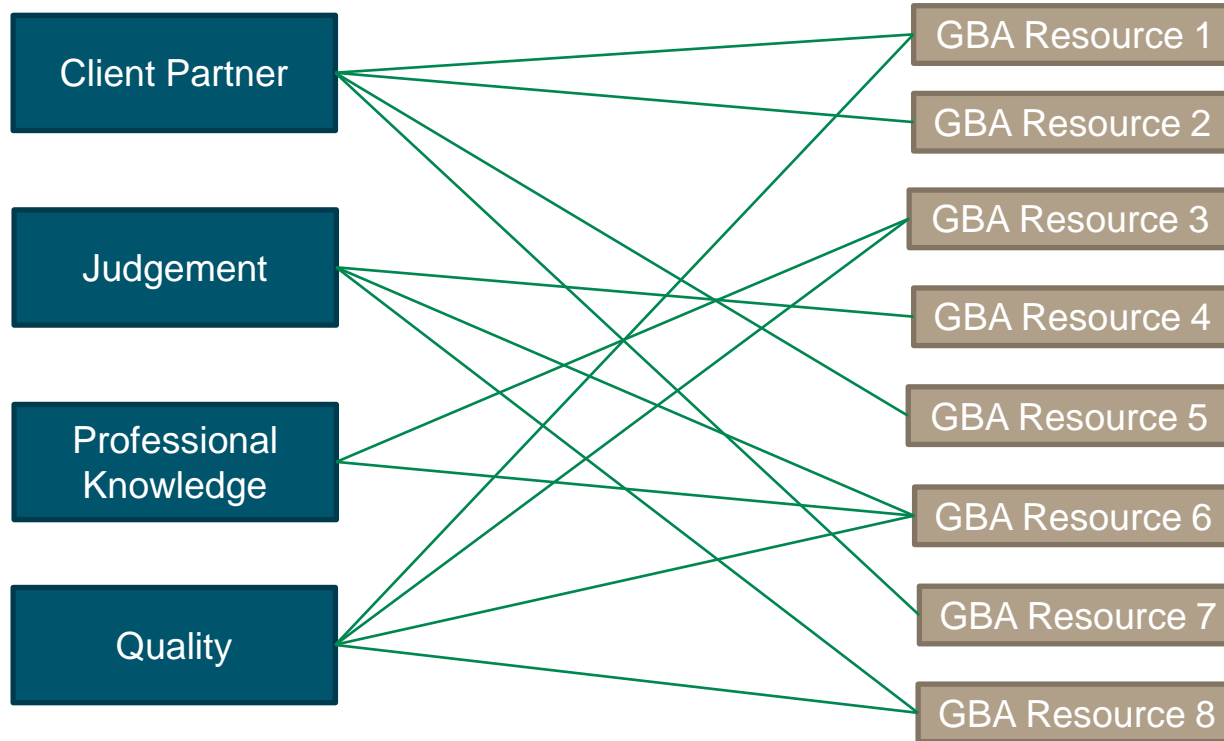
“What are some initiatives, applications, or processes where we may want to include GBA materials?”

“Where are any GBA materials currently being used in Terracon (formally or informally)?”

“What are some GBA materials that we may want to use?”



Embed in Existing Systems



Why Is GBA Important to Me?

“...a strong lever to improve/enhance/accelerate the **readiness of Project Managers** to-be, and technical practitioners who serve mission critical roles...”

– *Office Manager*

“...resource I can use to **further my knowledge about the industry.**”

– *Engineering Technician, Materials*

“...helps me understand **both the big picture and intricacies of the geo industry**, build relationships, and ultimately advance our practice...”

– *Program Manager, Geotechnical*



“...it provides a place for us as an industry to look at and **learn from past mistakes.**”

– *Senior Engineer, Geotechnical*

“...allows us to **solve industry issues together...**”

– *Office Manager*

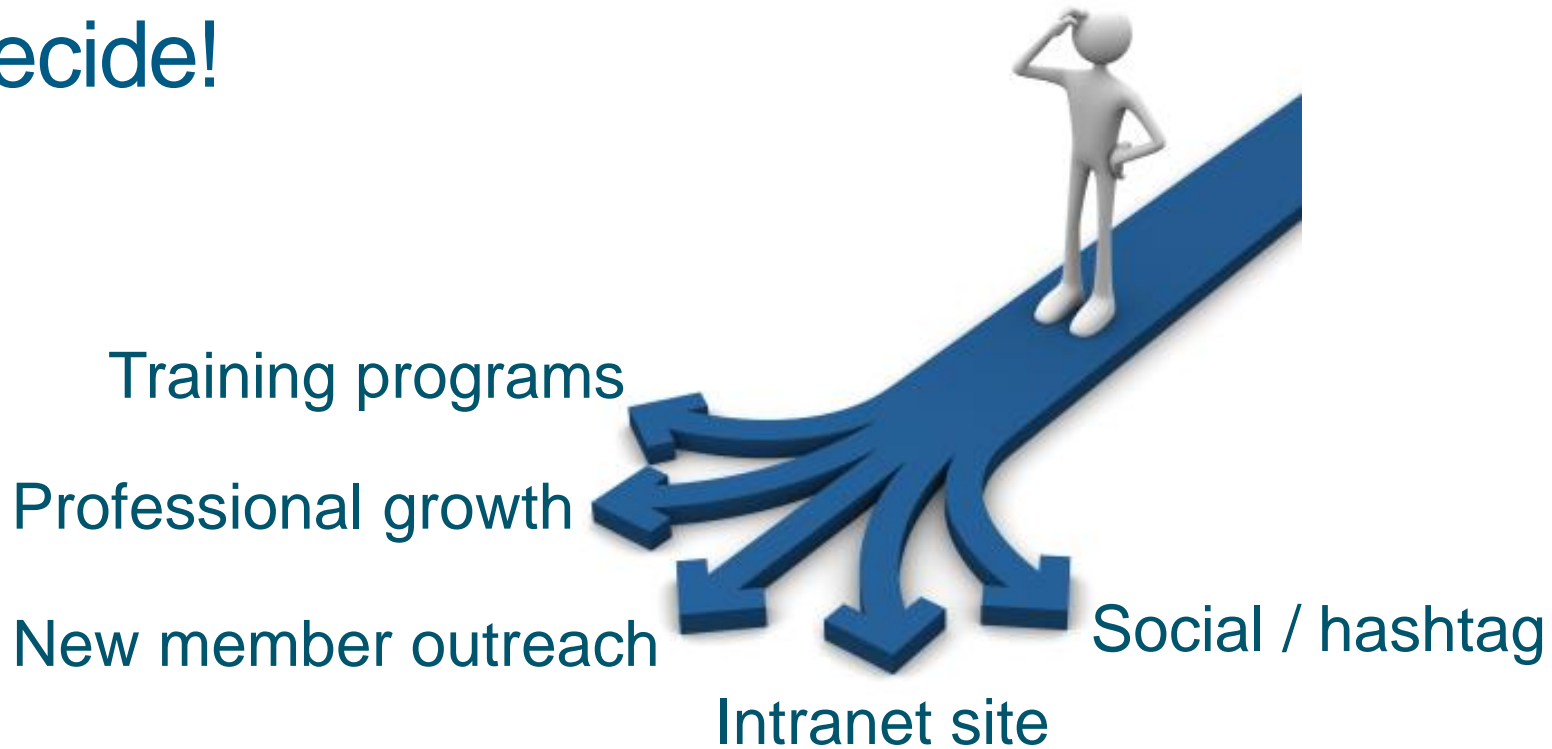
“...will help me to expand my **knowledge and experience** in the industry.”

– *Laboratory Coordinator, Materials*

“The more I have learned about GBA **the more interesting and important it has become** to me.”

– *Senior Geologist, Environmental*

Decide!



Leverage Intranet

G

Welcome



www.geoprofessional.org

Terracon is a member firm because GBA exists to

- Provide professional development opportunities for all our members
- Access resources that will benefit our clients
- Help us to increase efficiency to promote our business health
- Connect us with other premier consulting firms locally and globally
- Support our planning efforts in a dynamic business climate



GBA Overview & How to set up your own GBA Login using your Terracon credentials



GBA Guide to the Review of In-House Reports



GBA Case Histories

Use the **GBA Case History Digest** to help you : case histories focused on your service line. The digest includes a brief overview of the associated case history with a link directly to the document on the GBA website. Another helpful feature included in the digest is that each entry within the document identifies the primary services covered within case history to allow for search capabilities.



GBA Conferences

GBA Newslog Information

GBA Newslog is the electronic newsletter of GBA, which is issued bi-weekly. According to the GBA website: "It provides insight into opportunities and threats so your business can adapt and be more responsive, including the latest information on

GBA CONVERSATIONS



Register, Laura K commented in 4DX Conversations - 4 months ago

Thank you @Zambo, Vanessa for making Terracon shine, talking about our rebranding journey at today's kick-off of the **GBA** virtual Fall Conference. **#GBA4U** **#leadership**

1 reaction



Register, Laura K commented in 4DX Conversations - 4 months ago

Great to "see" so many of us at the virtual **GBA** conference kicking off today. Can you spot the Terracon leaders in this breakout gallery? @Pomeroy, Don L @Pavlick, Bob **#GBA4U** **#leadership**

1 reaction

1 comment



Claycomb, Linda B. commented in Life at Terracon - 4 months ago

#GBA4U, **#GBA** The Geoprofessional Business Association (**GBA**) invites you to attend their virtual fall conference "Embrace the Future Champion Change" - October 25 - 27, 2022. From the www.geoprofessional.org website: "The conference agenda includes an exceptional line-up of distinguished speakers

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Key Lessons Learned



- Have a **GBA-active senior leader** as champion
- Get a **small group** of **diverse people**
- **Facilitate** discussions
- Assess solutions for **cultural fit**
- Have the **team members implement** their solutions
- Think about how to **sustain it** going forward (hard!)
- And...

Have Fun!



