

# ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES

of Indiana

# ACEC Indiana Short List

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## Improve Your Business in 7 Days

By: *Leanne Hoagland-Smith, M.S.*  
**ADVANCED SYSTEMS**  
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The New Year has just begun and if you haven't taken the time to review last year's business hits and misses, **now is the time.** Successful firms realize that time must be invested in working on the business. Here is a 7 day plan that can quickly improve your business results in 2007:

**Day One:** Identify all of your hits. This is all revenue earned through the sales of your services and products.

**Day Two:** Identify all of your misses. This includes all unsuccessful proposals; all lost sales because not all sales come from proposals; and all missed opportunities from not asking for referrals, to attending significant events. Place a dollar value on all of your misses and the compare this to your hit list from Day One.

**Day Three:** Identify the cause of the misses. These misses may be because of poor sales skills to a lacking of planning.

**Day Four:** Determine your desired business results. By constructing W.A.Y. S.M.A.R.T. goals (W-Written, A-Aligned, Y-Yours, S-Specific, M-Measurable, A-Attainable, R-Realistically set high and T-Target date, time driven) in 2007, you can convert past missed opportunities into hits and even homeruns and thereby achieve your desired business results.

**Day Five:** Build your business "dashboard," meaning manage your key performance indicators on a daily basis. It is critical to business success. Your business "dashboard" is very similar to the one on your car that ensures your vehicle is operating at peak efficiency.

**Day Six:** Schedule time to work

on your business. Make a weekly appointment to spend at least 1 hour working on your business. Use this time to re-view your "dashboard."

**Day Seven:** Review your strategic business plan each month. Within your strategic plan (Who does What by When) is your marketing plan, sales plan, growth plan and financial plan. Using your "dashboard" and other tools including organizational assessments, you can quickly monitor your business progress and make any necessary course corrections.

In just 7 days, you can turn many of those misses from 2006 into hits in 2007 and quickly see your business results grow within the first quarter of 2007.

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## Upcoming Events

*Wednesday, January 17-  
Legislative Luncheon*  
Featuring

**B. Patrick Bauer,**  
Speaker of the House and

**David Long,**  
Senate President Pro Tempore  
*Special time: 10:30 am*  
Westin Hotel,  
Downtown Indianapolis  
\$40 ACEC members  
\$100 non-members

Visit [www.acecindiana.org](http://www.acecindiana.org)  
or call (317) 637-3563

## Help injured INDOT workers & families

The Indiana State Transportation Workers Foundation, Inc. was created in the summer of 2006 to assist the families of INDOT workers killed or disabled in the line of duty. It is tax exempt under section 501(3)(c) of the IRS code.

The idea for this charitable organization came from the leadership at INDOT and is patterned after a similar organization for the Indiana State Police.

Board members include Greg Henneke, Dan Keys, Don Lucas, Dennis Faulkenberg, Cristine Klika, Keith Lochmueller, Ron Pope, Charlie Potts, and John Schuler.

Proceeds from the Foundation can only be used for Indiana Depart-

ment of Transportation Workers and their families. The board of directors is in the process of determining appropriate benefits which will be directly related to the amount of money it is able to raise.

INDOT is the most significant client for many of ACEC Indiana's member firms and donations to this cause are a good way to give back.

To get more information or to make a contribution to this important effort, call (317) 547-5580 or write to:

**Indiana Transportation Workers  
Foundation Inc.**  
7260 Shadeland Station  
Indianapolis, IN 46256

*"A helping hand for hurting families"*

## Legislative Leaders to Speak at Luncheon

On Wednesday, January 17th, Speaker of the Indiana House of Representatives, B. Patrick Bauer, (D-South Bend) and Indiana State Senate Pro Tempore, David Long, (R-Ft. Wayne) will speak on the issues facing the 2007 General Assembly at ACEC Indiana's legislative luncheon.

Be sure to attend this lively and informative luncheon to hear about the significant issues that may impact your business in the near future. Note the early start time of 10:30am. See the "Upcoming Events" Box for more information.

**B. Patrick  
Bauer**

*Speaker,  
Indiana  
House of  
Representatives*



**David Long**

*President  
Pro Tempore,  
Indiana State  
Senate*

