



EX06 The Top 10 Keys to Succeeding at Public Sector Work HSW

05/01/09 12:00 p.m.–1:00 p.m. (EX06a)

2:00 p.m.–3 :00 p.m. (EX06b)

1 LU-Entry Level

Why do some firms get federal design work while others are left behind? What are the secrets to making a good first-and lasting-impression on agency personnel? From filling out the SF330 to building relationships with the right people, this session will reveal the top 10 keys to getting your foot in the federal design door.

Learning objectives

- Identify the key skills and capabilities needed to enter the federal design marketplace
- Evaluate lessons learned by firms that have thrived in the procurement process
- Recognize what federal agency personnel look for-and look out for-when awarding design and construction contracts

Moderator Andrew Goldberg, Assoc. AIA, American Institute of Architects

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The Top Ten Keys to Succeeding at Public Sector Work

Getting the First Project

1. Research Different Agencies
2. Look for Small Business Opportunities
3. Persistence Matters: Take Part in Open Forums/Networking Sessions
4. Find a Personal Contact/Set Up Informal Meetings

Keeping the Work

5. Service and Quality
6. Build and Maintain Relationships
7. Team Management: You are responsible for all team members

Stepping Up and Competing with the Big Boys (and Girls)

8. Understand New Programs, Such As Design Build or Design Excellence
9. Join Venture With Larger Firms on Bigger Projects
10. Pick Qualified Team Members With More Experience Than You Have

Online Resources

- **AIA Guide to Federal Procurement:** http://www.aia.org/adv_proc_guide_2005_intro
- **Guide to Stimulus Resources:** www.aia.org/rebuildandrenew
- **U.S. General Services Administration:** www.gsa.gov
- **FedBizOpps:** www.fedbizopps.gov
- **FirstGov**, contains links to GSA schedules, GSA publications for small business, and more: www.firstgov.gov