



BETTERBRICKS

Success in the Executive Suite: Strategies and Techniques for Facilities Managers

11th Annual IFMA Symposium
Seattle, WA



NORTHWEST ENERGY EFFICIENCY ALLIANCE
www.nweea.org

Today's Presentation



BETTERBRICKS

- 1. BetterBricks and the Northwest Energy Efficiency Alliance**
- 2. Strategies & Techniques for Success**
- 3. Resources**
- 4. Discussion**



NORTHWEST ENERGY EFFICIENCY ALLIANCE

www.nwea.org

BetterBricks and the Northwest Energy Efficiency Alliance



BETTERBRICKS

BetterBricks is the commercial initiative of the Northwest Energy Efficiency Alliance (NEEA)

NEEA is a non-profit supported primarily by Northwest electric utilities and the Bonneville Power Administration.

Mission: Catalyze the Northwest marketplace to embrace energy efficient products and services.



BetterBricks' Commercial Office, Hospital & Grocery Initiatives



BETTERBRICKS

BetterBricks works with commercial office, hospital and grocery facilities because they are energy intensive and offer significant energy efficiency opportunities.

BetterBricks works in partnership with facility associations, local electric utilities, and trade allies including architecture firms.



Strategies & Techniques for Success



BETTERBRICKS

- What is this presentation all about?
- What it is not?
- Credentials of Speaker

Know Your Company



BETTERBRICKS

- Strategic Plan
- Leadership Styles
- Decision-making Process
- Role Models
- Understand Timing



NORTHWEST ENERGY EFFICIENCY ALLIANCE
www.nwea.org

Understand Your Own Role



BETTERBRICKS

- How You Are Perceived
- Visibility in the Organization
- When to Lead, When to Follow
- Role of Internal Allies

What It Takes to Be Successful



BETTERBRICKS

- Your Personal Skill Set
- Communication Skills
- Benefits of Delegation
- Benefits of Volunteering
- Grooming Successors
- Knowledge of Industry Trends – Cutting Edge, Being the Expert



NORTHWEST ENERGY EFFICIENCY ALLIANCE
www.nwea.org

Use of External Resources



BETTERBRICKS

- Develop Relationships of Trust
- Role of Professional Associations
- Know Your Market: Vendors, Utilities
- Maximize Architect, Engineer, Contractor Services
- Recognition for Excellence



Have A Personal Development Plan



BETTERBRICKS

- Whose Career Is It Anyway?
- Whose Job Is it?
- What Resources Are Available?
- What Tasks Can You Delegate?
- What New Relationships Can You Develop?
- What Will You Do Differently Tomorrow?

Thank You and Good Luck!



BETTERBRICKS

Northwest Energy Efficiency Alliance BetterBricks Initiatives

Commercial Office

Hospitals

Grocery

www.BetterBricks.com



NORTHWEST ENERGY EFFICIENCY ALLIANCE
www.nwea.org