RIBA Business Skills Webinar Series

Are you looking to improve your business skills? Did you know that you can complete your CPD requirements without having to leave your desk? The RIBA is happy to be able to offer 1hr and 1.25hrs webinars on business skills, helping you succeed in business.

RIBA Business Skills Webinar Series 2019

Delivered by various speakers and experts in their fields, the RIBA Business Skills Webinar Series will cover:

- Succession planning (1hr)
- Compliance and priorities for a professional practice (1hr)
- Increasing your profits: the holy grail for architects (1hr)
- Fees: how to best calculate, negotiate and monitor (1.25hrs)
- Sales skills: say goodnight to your sales nightmares (1hr)

Who is the course for?

You should attend this seminar if:

- You if you are a sole trader, freelancer or micro-business owner
- You are hoping to start and build your own practice
- You are currently running a small practice and looking to grow and succeed by improving profits and sales
- You are a student, or recently qualified architect wanting to learn more about how to start and run a successful practice
- You are a practice manager

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Course content and structure

In 2019, the Business Skills Webinar Series is delivered over five days, with intervening gaps, allowing you time to reflect, revise and review. You can attend all five modules in the series thus future proofing your business, or you can attend relevant modules only, if you need to refresh your understanding of each topic.

Following completion of all five webinars in the series, an attendance certificate will be issued showing that you attended the RIBA-accredited Business Skills Webinar Series.

Module 1: Succession planning (1hrs)

Speaker: *Michael Cooper*

This webinar will be covering succession plan related topics from a tax perspective such as preparation and more specifically planning well before disposal, topical tax issues and preservation and/or retention of entrepreneurs relief in regards to succession planning. Michael Cooper also has vast experience in and will be covering how deals are structured from a tax vantage in regards to succession planning, Risk management and employers ownership trust which is an excellent tax efficient vehicle to consider when exiting.

Module 2: Compliance and priorities for a professional practice (1hrs)

Speaker: *Howard Lewis-Nunn*

This webinar will look at:

- Recruitment – key considerations for a fair process
- getting contracts and status right including IR35 and contractors and consultants
- GDPR, working time, disciplinary and grievances

Module 3: Increasing your profits: the holy grail for architects (1hrs)

Speaker: *Parag Prasad*

- Introduction to the marketing and sales system the London Business Coaching have used to grow practice revenue by an average of 38% per annum over the last 11 years
- Understand why increasing profits and cashflow should not always start with lead generation activities such as networking, competitions etc.
- The two most frequently overlooked sources of commercial advantage for any practice
- The importance of focusing on commercial performance indicators and knowing which ones will bring greatest value to your practice
- Live Q&A

Module 4: Fees: how to best calculate, negotiate and monitor (1.25hrs)

Speaker: *Peter Farrall*

There are many ways of calculating fees and experienced practitioners tend towards a proven approach that provides a reasonable return. But how good are your systems and are you really making the profits you deserve? In the modern and complex world of building procurement there is no simple answer to this question. It is necessary to understand the different appointment scenarios in order to provide an appropriate fee basis that is both competitive and viable.

This webinar will cover the key components of putting a fee proposal together, the basic principles of fee management as well as providing guidance on how to monitor resources within the office, covering:

- Different procurement routes and Clients including traditional, D+B and Term commissions
- Some of the challenges pitfalls of specific sectors
- Fee calculation, how to put an effective proposal together, and what to include
- Negotiation; the different fee tendering scenarios and how to qualify the bid
- Resourcing and time management, how to monitor resources,
- How to work out a charge out rate, calculation of overheads, including staff/fixed costs
- Live Q&A

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Module 5: Sales skills: say goodnight to your sales nightmares (1hrs)

Speaker: *Parag Prasad*

- Manage the fears people commonly experience around sales
- Understand how to build trust and credibility with prospects using a clearly defined sales process
- Critical importance of communicating your value to clients rather than saying what you do as a practice, in order to achieve higher sales conversion and margins
- Uncover the true objections that prospects need answering in order to move forward with a sale
- Live Q&A

Speakers

Michael Cooper, BDO

Mike is a senior business tax partner at BDO and has been advising owner-managed businesses and their directors and shareholders since 2001. Mike's specialisms include planning for business disposals and buy outs and helping to design personal financial and wealth planning strategies. He has particularly deep experience of the construction, property and tech sectors. Mike lectures regularly on tax matters and acts as trustee and executor for various local charities, trusts and estates.

Howard Lewis-Nunn, No15 Chambers

Qualified as a barrister, Howard has almost 20 years' experience advising on employment law. His clients range from owner-managed enterprises, professional practices, international businesses to individuals. He is registered with the Bar Council for public access work, so he can be instructed directly without a solicitor. With his pragmatic approach he seeks to find commercial solutions for clients. He has gained extensive experience of all aspects of the employment relationship and so is able to give practical advice on the issues that may arise beyond employment law, such as data protection and the Bribery Act. As well as representing clients in employment tribunals and courts, he also provides training on current topics to help employers manage their workplace effectively.

Parag Prasad, London Business Coaching

Parag Prasad, MD of London Business Coaching and certified ActionCOACH business coach, has coached more than 40 architecture practices to tangibly improve commercial performance and develop their teams. He's been running seminars for 10 years and spoken about business skills in the profession at numerous RIBA events including Guerrilla Tactics and the Future Leaders programme, helping to deliver the goal of empowering architects to improve their business skills.

Chris Williamson, RIBA Vice President International said the following about Parag Prasad: "When I was appointed the RIBA Ambassador for Business Skills in 2015 I knew Parag and his team could play a big part in delivering our ambitious vision for our profession. Numerous case studies and the RIBA Client Survey have stressed the importance of the measurable commercial improvements achieved when Architects learn business skills and are coached on their application by an experienced coach. Parag's coaching has worked for Weston Williamson and London Business Coaching are an essential resource for our profession."

Peter Farrall, University of Liverpool

Peter is an architect with 25 years' experience as a partner at a multidisciplinary firm of architects and quantity surveyors, Design Group Chester. In 2015 he became a full time member of the academic staff at Liverpool University, School of Architecture, where he is responsible for running the fourth year of the MArch programme. Peter has worked for Costain Construction as a Site Engineer, as well as practicing as an architect at KKA and Austin Smith Lord. He is closely involved with the RIBA, President Emeritus of the Liverpool Architectural Society, and has served on National Council.

**General awareness CPD: enough to keep you generally up to date and competent.*

**Detailed knowledge CPD: gives you a higher level or expertise than a general awareness CPD. This CPD is about practical applied knowledge of the subject area achieved through learning and experience, and consequentially being able to advise other of the implications.*

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Two ways to book your webinars

1. CPD Club Ticket: One single booking for all five modules
The CPD Club ticket provides a great value structured approach to attending in the comfort of your own practice/home. Club ticket benefits include:

- One place at each of the five webinars
- Purchase all five webinars for the price of four
- 5.25 hours of RIBA-Accredited Detailed knowledge CPD*
- Helps you obtain certificate of attendance

2. Pay-as-you-go (PAYG): Purchase webinars individually
The PAYG ticket provides you with the flexibility to attend relevant modules in the series. PAYG ticket benefits include:

- A place at one of the five webinars
- Digital copy of all course materials
- Up to 1.25hrs hours of RIBA-Accredited General awareness CPD*

Webinar fee

CPD Club Ticket
One single booking for all five modules
RIBA/CIAT members £120+VAT
Non-members £240+VAT

Pay-As-You-Go
Purchase modules 1 to 5 individually
RIBA/CIAT members £30+VAT
Non-members £60+VAT

Dates, locations and booking information

Numbers are strictly limited and will be allocated on a first book and pay basis. Please book your place using the links below.
All webinars run from **12:30pm – 1:30pm** with the exception of Module 4, which runs from **12:30pm – 1:45pm**

Date	Module	Eventbrite booking links
16 Sept	**Module 1:** Succession planning	https://business-skills-module-1.eventbrite.co.uk
20 Sept	**Module 2:** Compliance and priorities for a professional practice	https://business-skills-module-2.eventbrite.co.uk
23 Sept	**Module 3:** Increasing your profits: the holy grail for architects	https://business-skills-module-3.eventbrite.co.uk
27 Sept	**Module 4:** Fees: how to best calculate, negotiate and monitor	https://business-skills-module-4.eventbrite.co.uk
30 Sept	**Module 5:** Sales skills: say goodnight to your sales nightmares	https://business-skills-module-5.eventbrite.co.uk

What you need to attend this webinar

- Laptop / Desktop: please note use of mobile/tablet is not advisable as some interactions are not compatible with these devices. You do not need access to a webcam to join this webinar
- Headphone: if you are joining this webinar from your office / crowded location, please ensure you have a working headphone with you
- Confirmation email: after the booking has been made, you will be sent a link to join this webinar, including instructions on how to join. Please follow this link at least 10 minutes prior to event's start time. Confirmation email will be sent 7 days prior to the event start date
- You will not require a Skype account byt the RIBA webinar series are delivered via Skype for Business. If you are a Mac user, you may need to download the Skype for Business App. However, there is no requirement for you to create an account.

For alternative booking methods please contact the CPD Programme team on digital.cpd@riba.org or call 0207 307 3848. For this event's **Terms and Conditions** please visit the Eventbrite booking links listed above.

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