



# TEAMING 2.0

Better Teams, Better Design



# RESEARCH CONTRIBUTORS



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# WHERE WE STARTED

Teaming 1.0 | The Golden Rules of Teaming





# PRIMARY RESEARCH EFFORT

## THE OG IN 2016

- 150 respondents
- broad AEC reach
- presented over 15x to state, national audiences
- SAME, SMPS, ACEC, etc.



## 2.0 IN 2022

- over 250 responses to date
- 5+ years later, capture how teaming has changed
- impacts such as pandemic, talent shortage, supply chain, economy

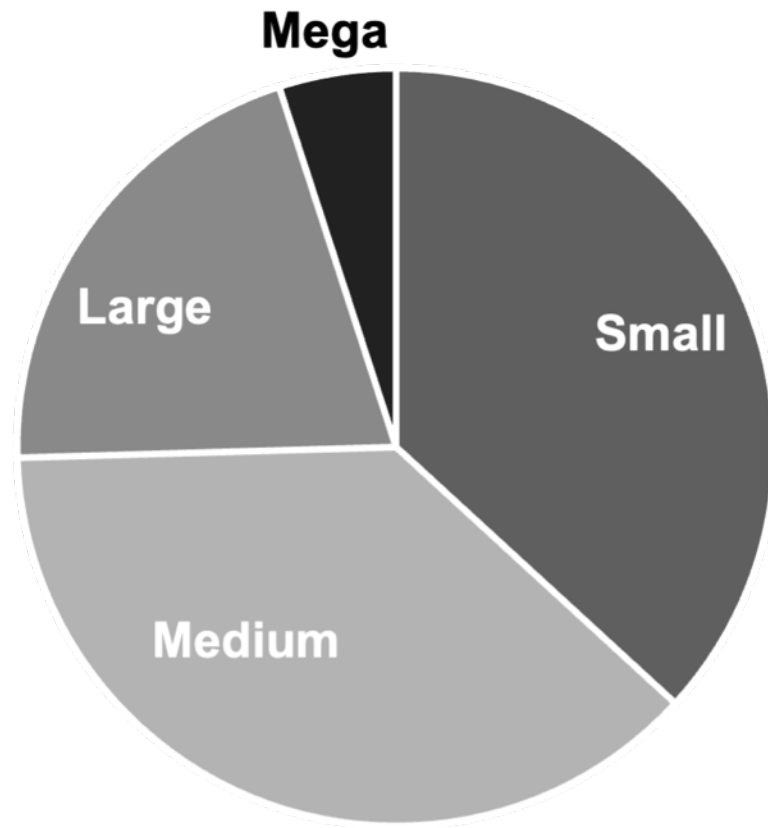


# WHO PARTICIPATED

Let's Break It Down

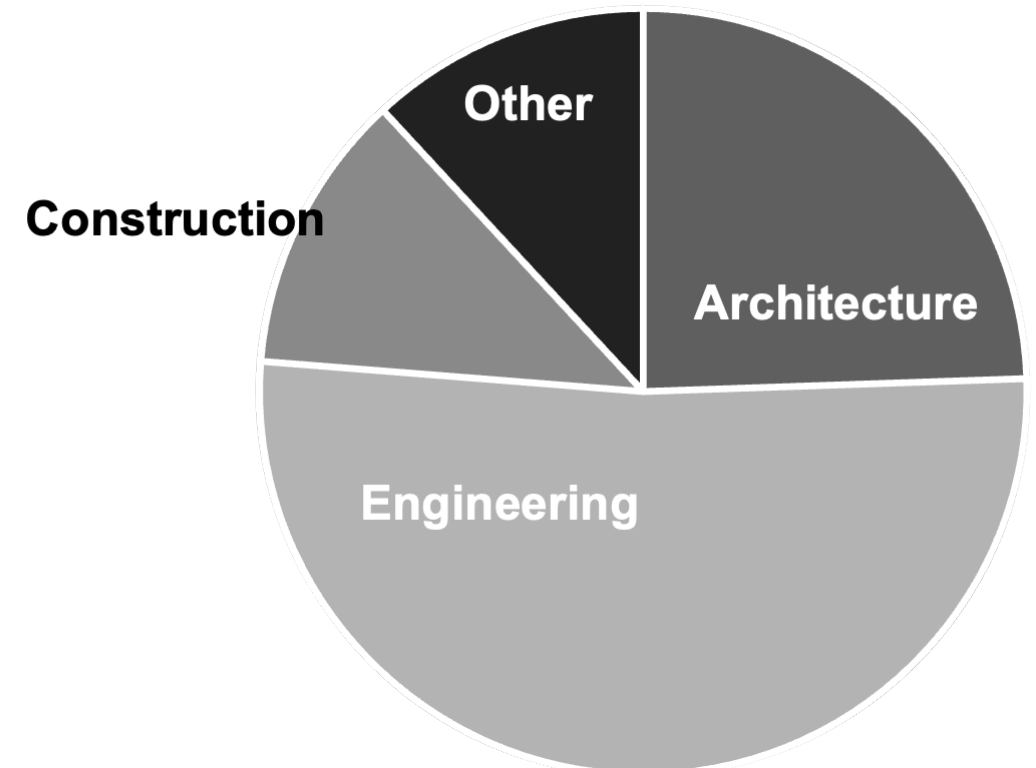


# RESPONDENT PROFILE

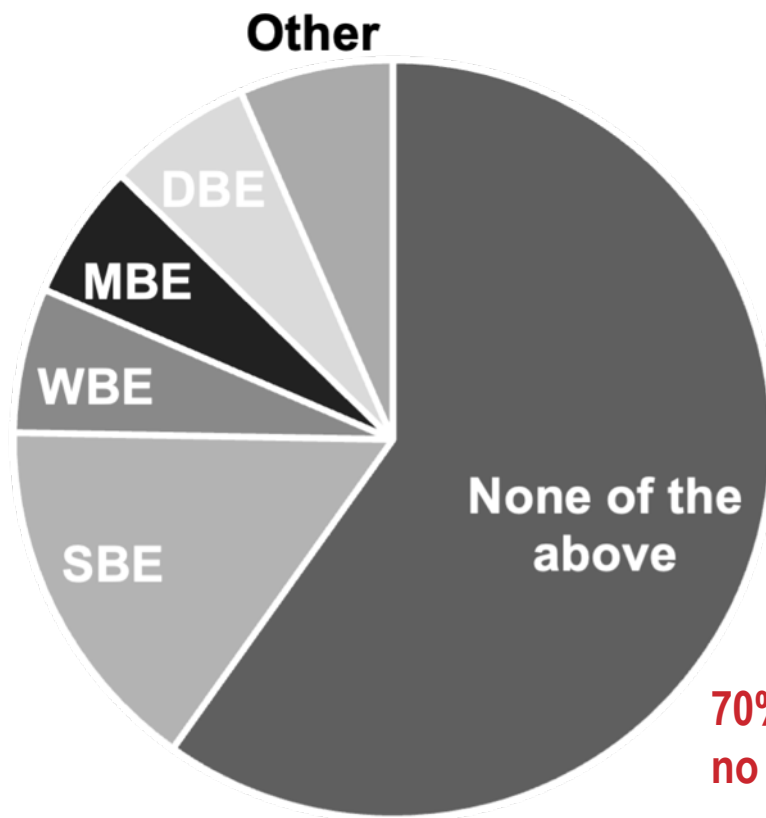


FIRM SIZE

FIRM TYPE



# RESPONDENT PROFILE



70% of respondents hold no certification

## CERTIFICATIONS

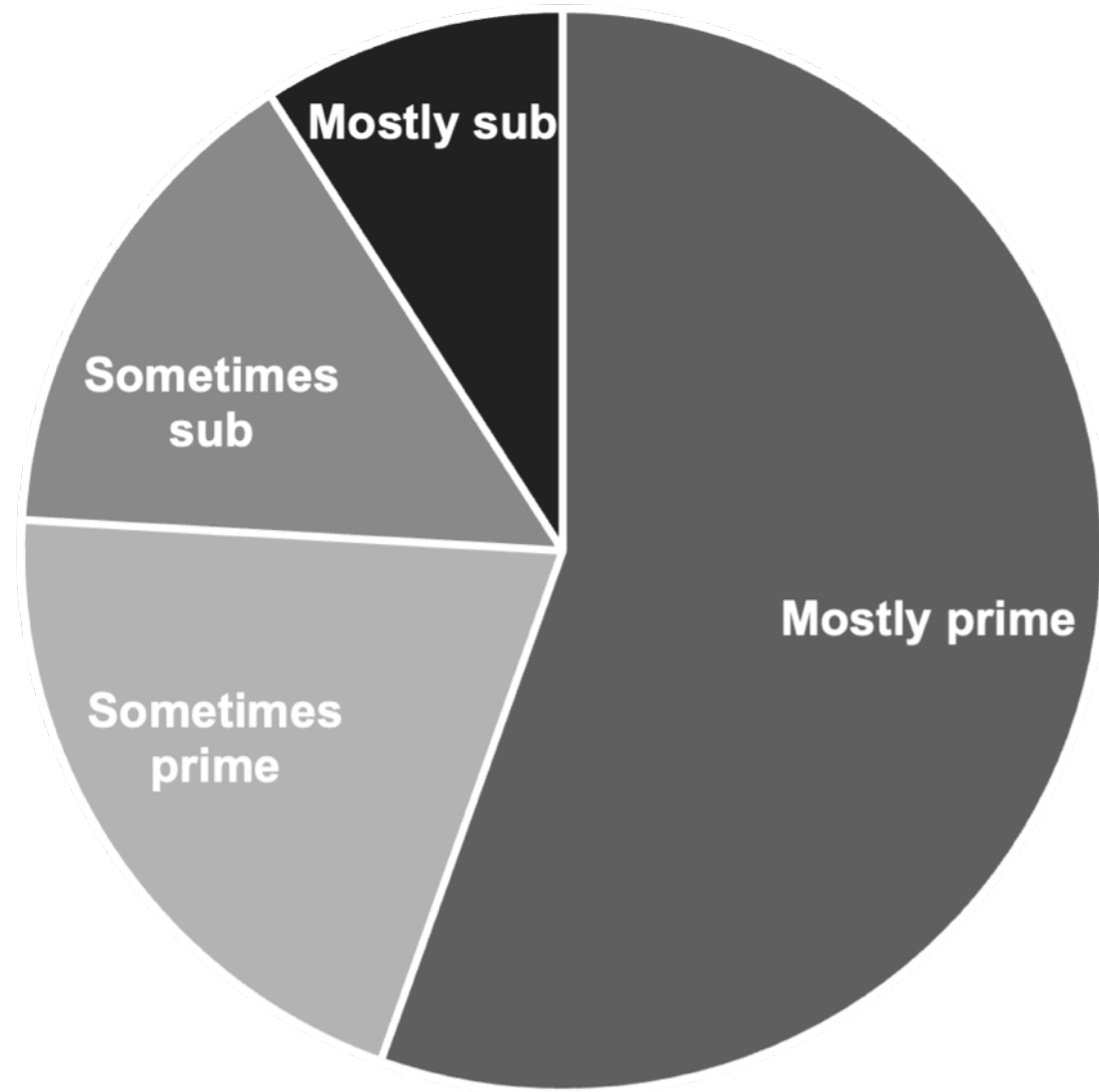
## JOB ROLE

marketers + business developers accounted for 63% of respondents



# PRIME VS. SUB

- 55% of respondents identified as **mostly prime**
- 9% of respondents identified as **mostly subconsultant/subcontractor**







# SURVEY SAYS

Better Teams = Better Design



# WHEN DO WE POSITION ON SMALLER PROJECTS?

\$250-\$500K FEE OR \$3.5M-\$7M CONSTRUCTION

**78%**

of primes start teaming  
conversations before the  
RFP hits the street

**65%**

of subconsultants start  
conversations pre-RFP

# WHEN DO WE POSITION ON LARGER PROJECTS?

\$1M+ DESIGN FEE OR > \$15M CONSTRUCTION VALUE

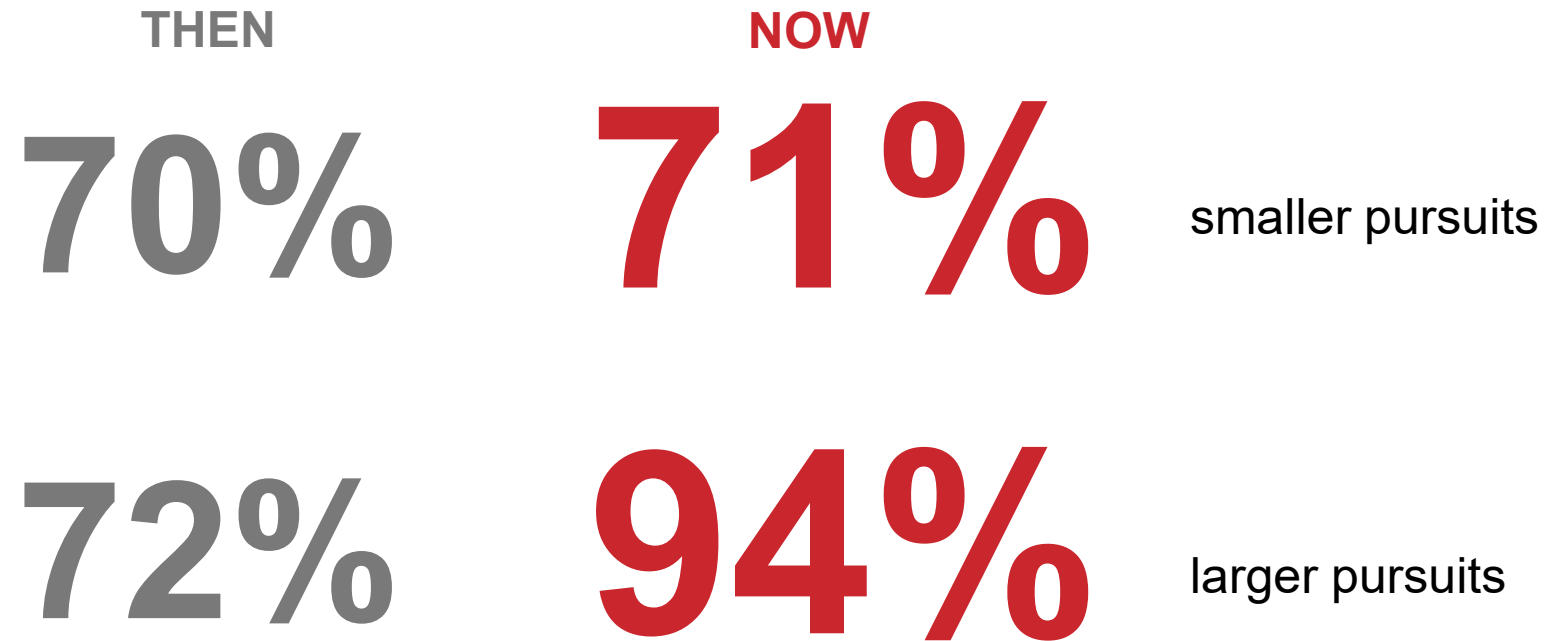
**96%**

of primes start teaming  
conversations before the  
RFP hits the street

**91%**

of subconsultants start  
conversations pre-RFP

# IS THIS CHANGING?





# HOWDY PARTNER

Partnering for Success





# WHAT IS IMPORTANT TO PRIMES WHEN CONSIDERING PARTNERS?

01

Sub has history  
with project or  
client

02

Sub has a  
reputation of  
reliability

03

Sub has a proven  
track record for  
technical delivery

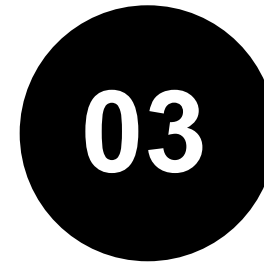
# WHAT DO SUBS CONSIDER IN PRIMES?



Prime has history  
with project or  
client



Prime has a  
reputation of  
reliability



Sub has a proven  
track record for  
technical delivery

# HOW ARE TEAMING PARTNERS IDENTIFIED?

## **Primes and subs agree!**

Existing relationships and knowledge of players along with input from the client rule the day.

IS THIS CHANGING?

**No.**

What was valued then and is still  
valued today.



# RESPONSE TIME

Delivering Results





# WHAT ROLE DOES MARKETING PERFORMANCE + DELIVERY PLAY?

Primes look for partners who deliver the project and help them stand out from the crowd.

01

Subconsultant's silver bullet, differentiating qualifications

02

Subconsultant's ability to adhere to schedule, follow instructions, completeness, accuracy, flexibility

03

Subconsultant's schedule compliance

# WHAT ROLE DOES MARKETING PERFORMANCE + DELIVERY PLAY?

For subconsultants, it's all about being a good team player on both sides of the table.

**01**

Prime's ability to be a team player

**02**

Prime's responsiveness

**03**

Prime expects an appropriate level of effort based on team role

# IS THIS CHANGING?

Interestingly, the  
pandemic made us  
**more people  
focused.**



# MORE THAN CHECKING THE BOX

The Value of Partnering



# WHAT'S THE VALUE OF SMALL BUSINESS?

01

## RELATIONSHIPS

Small businesses must network. Those relationships are golden.

02

## EXPERTISE

If you're the small business with the right expertise, you're in.

03

## RELIABILITY

Scheduled adherence and delivery records matter.



# WE LANDED ON MULTIPLE TEAMS! HOW?

01

We know the  
agency or client  
and they love us!

02

We know the  
project, we're  
positioned

02

We have an industry  
recognized brand  
(brand awareness)

# WHEN DO PRIMES ASK SUBCONSULTANTS TO BE EXCLUSIVE TO THEIR TEAM?

When the **client loves them,**  
or when they bring a  
**“unique” technical  
expertise.**

# WHEN DO SUBS DECIDE TO GO EXCLUSIVE WITH A PRIME TEAMING PARTNER?

When the prime is **positioned to  
win with great client  
relationships.**

In general, it's rare.

# IS THIS CHANGING?

## **Maybe.**

Small businesses are getting  
smarter about business.



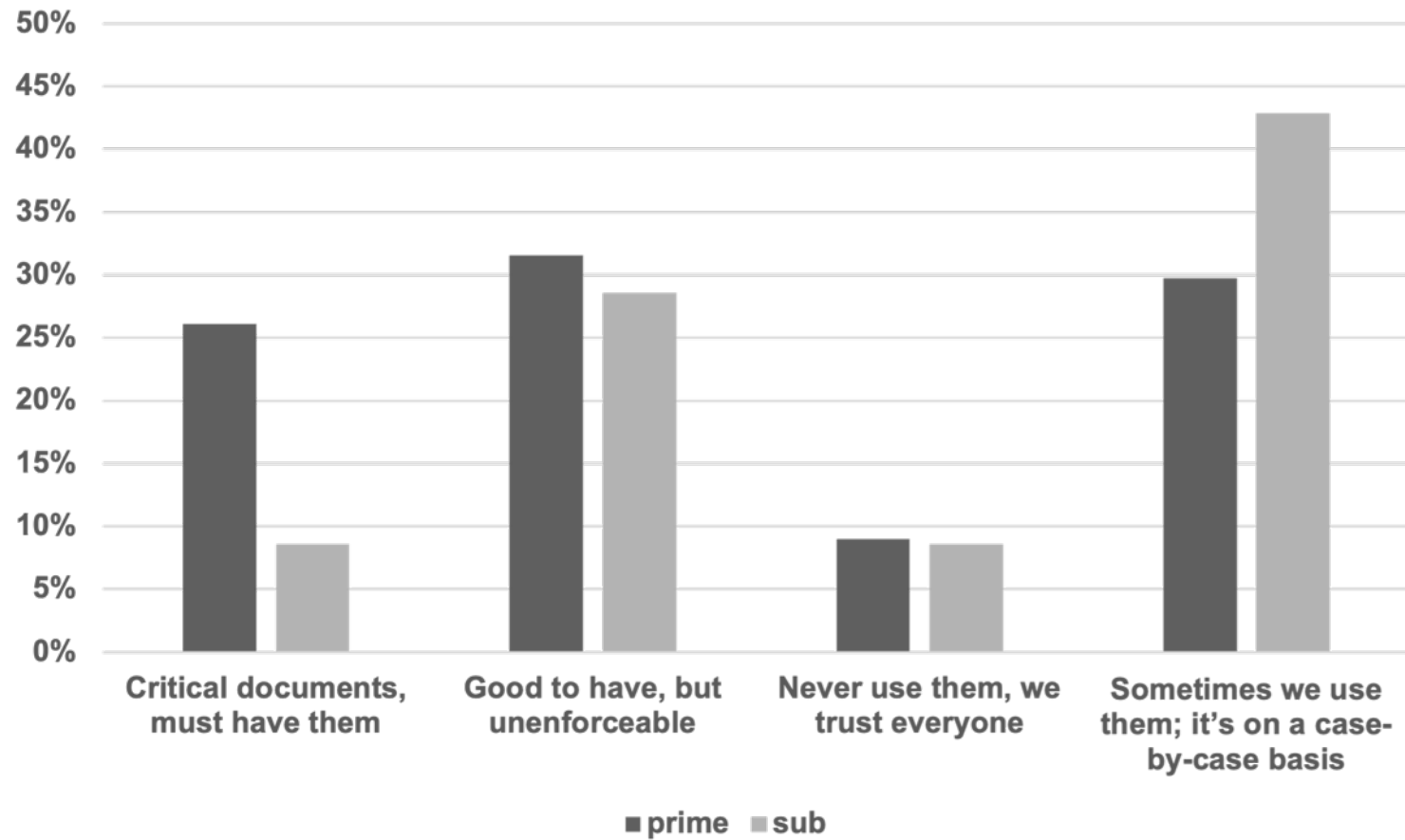
# DOCUMENTATION

Cross the T's and Dot the I's





# TEAMING AGREEMENTS



# IS THIS CHANGING?

**Yes.**

Primes are asking for teaming agreements more. (as are clients)

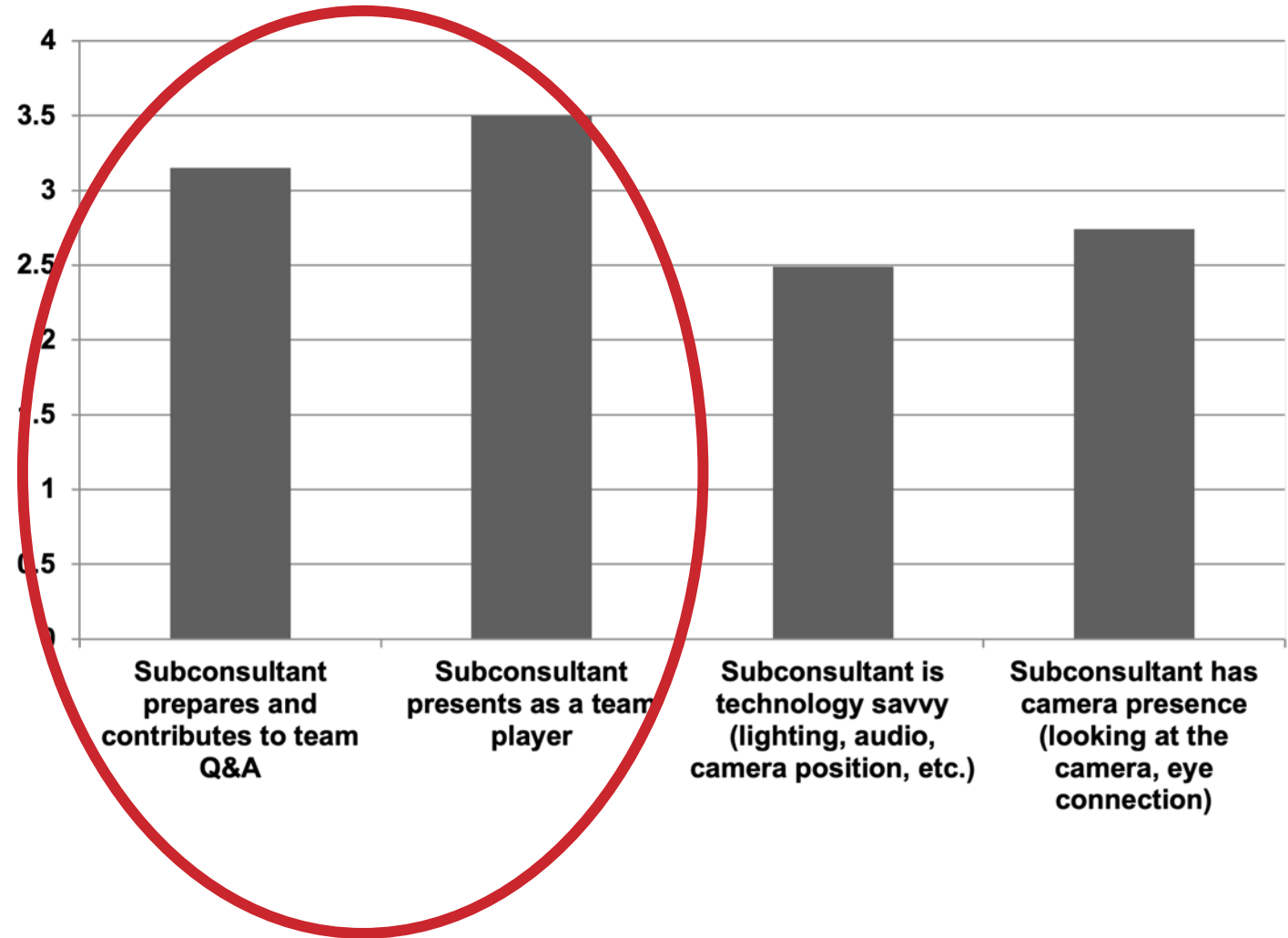


# TECHNOLOGY

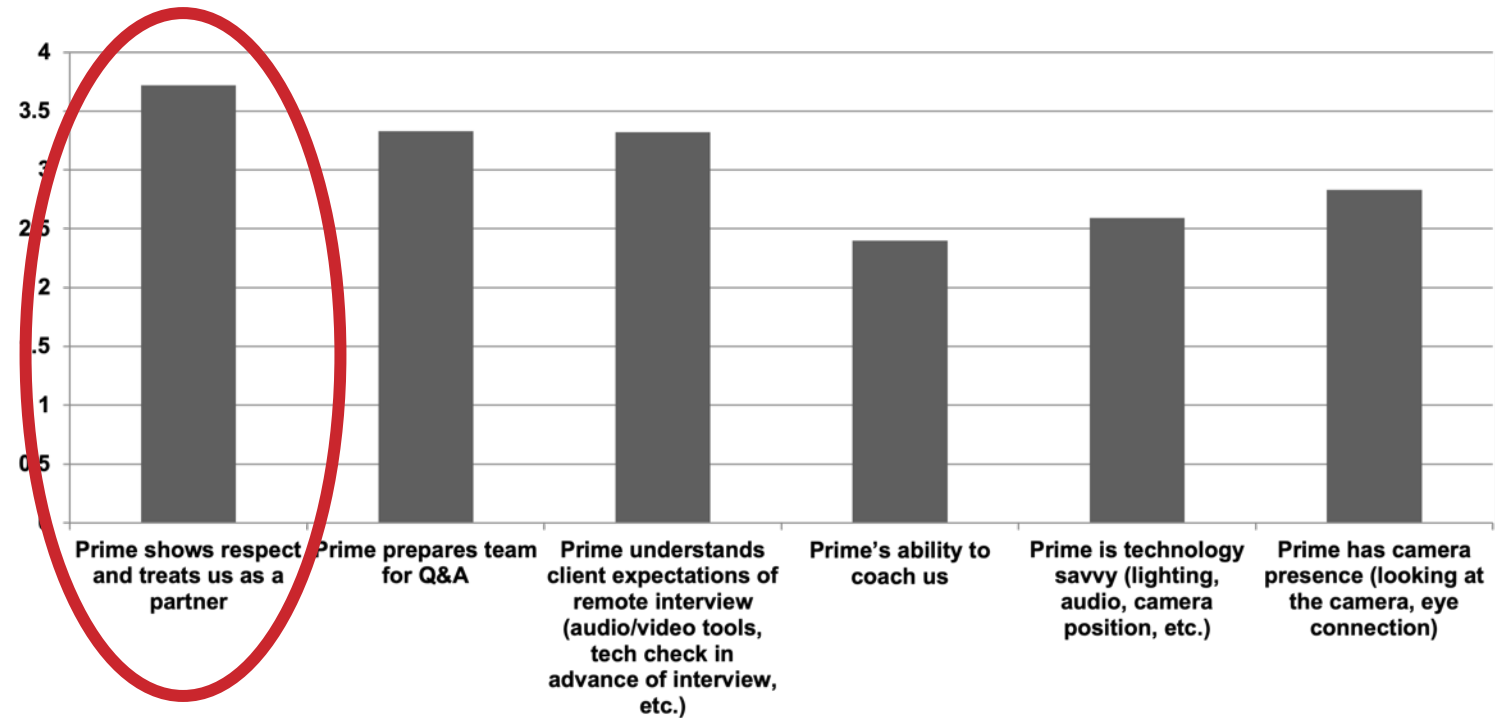
Making Connections Through Virtual Meetings



HOW ARE TEAMING  
DECISIONS AND  
RELATIONSHIPS  
AFFECTED BY THE  
SHIFT TO REMOTE  
INTERVIEWS FROM  
THE PRIME  
PERSPECTIVE?



# HOW ARE TEAMING DECISIONS AND RELATIONSHIPS AFFECTED BY THE SHIFT TO REMOTE INTERVIEWS FROM THE SUB PERSPECTIVE?





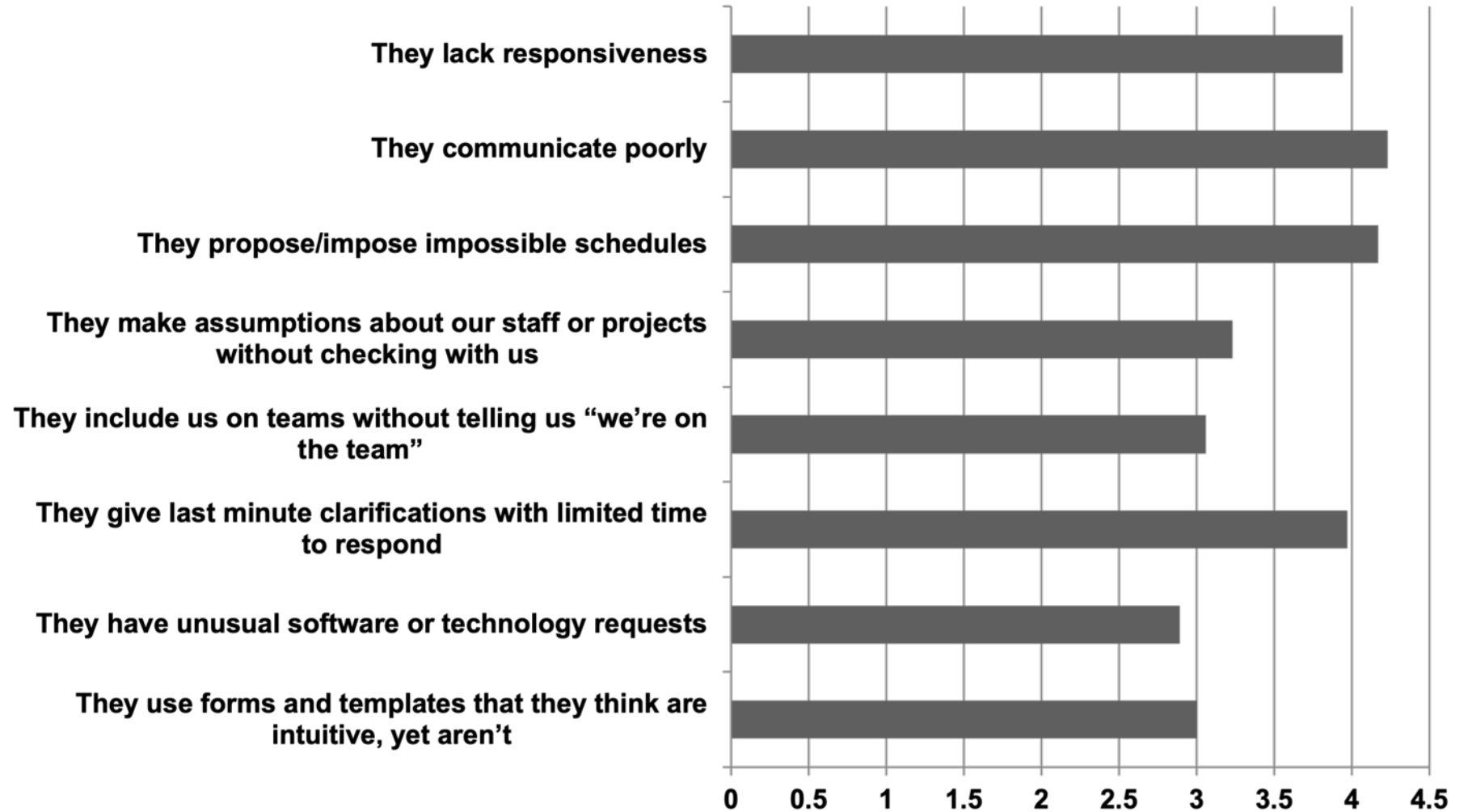
# THE MARKETING PROCESS

Communication is Key



# ANNOYING PRIMES

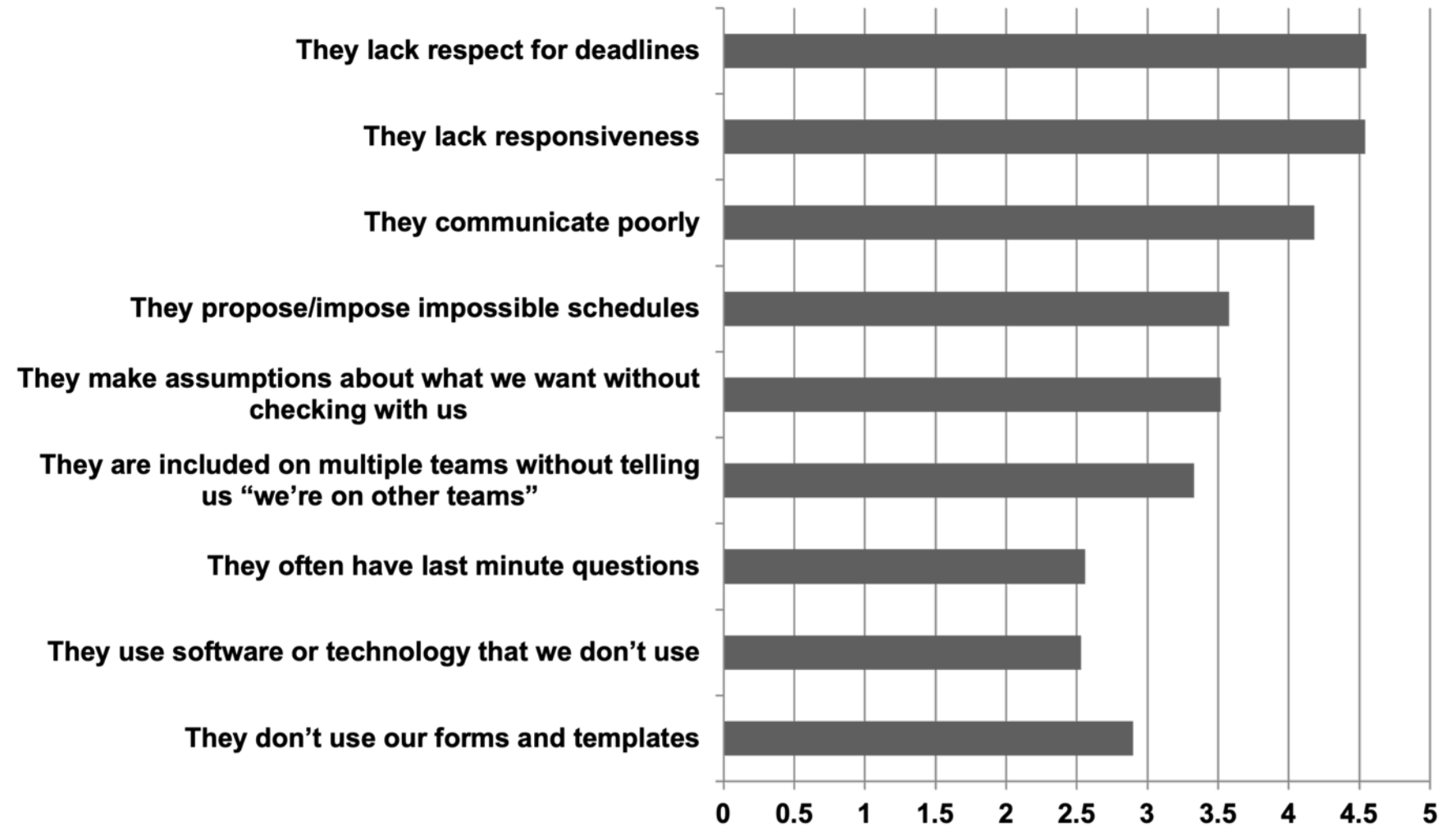
what irritates sub  
teaming partners?





# ANNOYING SUBS

What Irritates Prime  
Teaming Partners?





IS THIS CHANGING?

**Unfortunately, No.**

But it really needs to change.

# ADD YOUR VOICE!



the teaming 2.0 survey remains open

**WE WANT TO HEAR FROM YOU!**

Contact me if you want more  
information on the survey results.

# THANK YOU



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