



P-Cubed Partners
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Summary of Leadership and Market Development Scope of Work with a Recent Client

Per our prior discussions, the objectives of this engagement are as follows:

- Mentor and enhance the professional development of the office leader in Denver;
- Develop contacts and opportunities for Client in the local market;
- Provide Client with an overview of the winning practices of your main competitors in the Denver market and assist in integrating those practices for Client where appropriate;
- Enhance the image, branding, impact and presentation of Client to the Denver market.

Pursuant to this proposed engagement, Phillip Infelise of P-Cubed will undertake the following activities on behalf of rand*:

- Meet with Client Office Leader and mutually determine his goals and objectives in developing the Client office in Denver, evaluating strengths and weaknesses, opportunities and threats;
- Review current book of business, current clients, potential repeat clients, known prospects to target;
- Review local marketing materials and deliverables and recommend enhancement where needed;
- Review mock client presentations and recommend potential improvements that will increase the potential win ratio;
- Develop Key Messaging to the market and train group to elevate communication of these messages;
- Develop Key Themes to use in and around the Client office that embed the external messaging every day inside the Client office;
- Review current sub-contractor relationships and recommend connections with others that have proven to be best-in-class;
- Generally develop contacts and opportunities in both commercial and multi-family for Client in the local market;
- Organize and attend for introduction purposes lunches with key member of Architectural firms that can introduce Client to their client and prospects;
- Attend, accompany Client Senior Leaders to select networking events where introductions of Client and individuals can be made;
- Other specific activities as mutually agreeable by both Client and P-Cubed that can be reasonably included in the scope of this engagement.