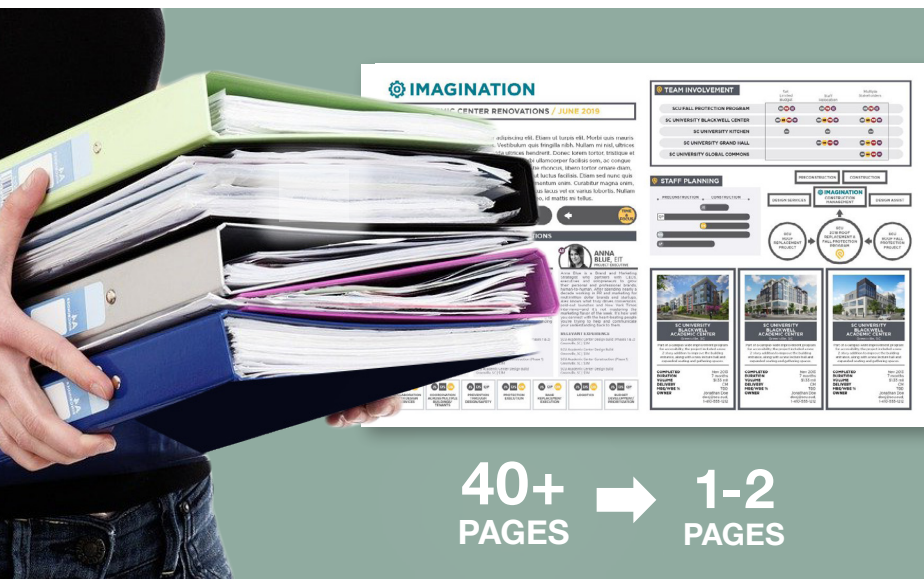
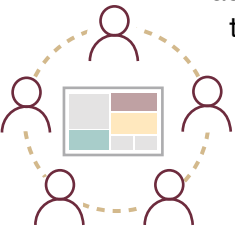




A3 DESIGN AND IMPLEMENTATION FOR AEC PROFESSIONALS AND OWNERS

WHAT IS AN A3?

A3 is an international paper size—similar to 11" x 17" US ledger size paper. A3 reports are one of the "Lean" processes, widely used in the manufacturing industry to improve efficiency, eliminate waste and streamline decision-making. Not restricted to manufacturing, Lean processes are now used to improve how a design and construction team works together, manages and interacts. **An A3 report summarizes a problem or situation on a single page in order to facilitate efficient communication and decision-making by a team.**



40+ PAGES → 1-2 PAGES

WHY A3?

Lean Construction & the AEC Industry

Owners and AEC professionals understand the benefits of applying Lean techniques to the design and construction process. In fact, many higher education and healthcare institutions now issue RFPs that require submissions in an A3 format—**reducing proposals from 40+ standard pages, to one or two A3-sized pages.**

STACEY & ASSOCIATES' TEAM OF A3 EXPERTS

No one knows more about using A3s in the AEC industry! We offer business development rockstars, graphic design gurus, accomplished proposal managers, and redline copy editors who have created dozens of winning A3 proposals and qualifications packages.



Ann Leiner
AEC MARKET EXPERT,
STRATEGIST &
PROBLEM SOLVER

30+ years of business development experience and industry knowledge

- Specializes in **visioning, project planning** and **advocacy**, as well as design and construction best practices.
- Recognized in the design and construction industry as a **creative problem-solver** and **door-opener** to powerful connections between people and organizations.
- Apt to challenge clients, forcing them to **differentiate themselves** in the marketplace.

Leading the A3 Revolution

Whether we're presenting in-person or virtually, our dynamic and relatable approach keeps attendees engaged and informed.



WHAT ATTENDEES OF OUR PRESENTATIONS ARE SAYING

“Honestly this was the most effective and useful presentation I have attended through SMPS or any organization. Your goal was to make it useful, well you exceeded your own goal.”

“You were relatable and well spoken, I loved the personal anecdotes.”

“I came back excited to share this with the principals of my firm and start building buy-in.”

Streamlined thinking + graphic design

An A3 eliminates boilerplate marketing jargon and creates a targeted response that helps owners quickly compare and select the best team for a project. Smart AEC firms know that, whether required or not, A3s show a clarity of thinking and skill of presentation.

A3s are perfect for:

- PROPOSALS
- QUALIFICATIONS
- INTERVIEW LEAVE-BEHINDS
- INTERNAL REPORTS
- EXECUTIVE SUMMARIES



77%
A3 WIN
PERCENTAGE

**NATIONAL
A3 Speaker**

10+ YEARS
designing
A3s for AEC
professionals



Brenda Dunkelberger
STRATEGIC PLANNING, MARKETING
MATERIAL CREATION, COPYWRITING

25+ years leading marketing depts. for architectural, engineering and construction management firms



Carrie Barlup
GRAPHIC DESIGN, PRESENTATIONS,
MARKETING MATERIALS, BRANDING

15+ years as creative professional in multiple industries including journalism, higher education and financial services



Shasta Langenbacher
MARKETING, COPYWRITING,
PROPOSAL DEVELOPMENT, RESEARCH

9+ years immersed in construction industry marketing and proposal responses, background in journalism and copyediting

“Your team was a pleasure to work with and delivered a top-notch product! **Because of their knowledge of the design industry, they were able to quickly distill the most important ideas** from our conversations and develop an effective and thorough **A3 marketing document custom tailored to our needs.** We look forward to the next opportunity to work with Stacey & Associates.”

— **MICHAEL S. LECHLEITNER**
CSI-CCS, IIBEC-RRO | Florida Consulting LLC

**CONTACT US
FOR A FREE
CONSULTATION**

**STACEY &
ASSOCIATES**
making connections
through A3 design.

HOW WE HELP AEC PROFESSIONALS



Plan A3 Responses to RFQs, RFPs and interviews



Create A3 brochures / qualifications packages



Train marketing and technical staff in A3 thinking



Help integrate A3 thinking into other proposal types



Design graphic elements and templates



Copywrite and edit submissions

“ We did our first A3 proposal with S&A and it looked fantastic. It was amazing to see how much information we could convey on a few A3 pages. Everyone wants less to read. **Using an A3 makes you rethink your messaging and helps you focus** on what really matters to your clients.”

— J. MARC KUROWSKI, PE
President & CEO | K&W Engineers

OPTION 1: S&A CREATES YOUR A3

Don't have the in-house graphic design resources, or is your staff too busy? We can work with your technical staff to produce your A3.

KICKOFF MEETING

Collectively we set strategy, discuss messaging, identify A3 team members and brainstorm graphic elements.

CONTENT & DESIGN

Our staff collects and edits content, designs the layout, and develops graphics and visuals.

REVIEW DRAFTS

We send drafts for team review and meet virtually as needed to discuss missing content.

FINALIZE THE A3

We make edits and finalize the A3, providing you with both PDF and InDesign documents.

OPTION 2: S&A CONSULTS AS YOU CREATE YOUR A3

Does your internal team want to design your A3, but could use some advice? We can guide you through the process.

KICKOFF MEETING

Collectively we set strategy, discuss messaging, describe A3 thinking and offer advice on A3 development.

REVIEW PROGRESS

We provide feedback on draft A3s created by your team and provide suggestions to strengthen your A3.

ASSIST AS NEEDED

We can step in with design or copywriting if needed until your A3 is complete!

READY TO GET STARTED?
CONNECT WITH US TO LEARN MORE.

DON'T TAKE OUR WORD FOR IT: MAJOR PLAYERS ARE USING A3s



HOW WE HELP OWNERS



Understand the A3 RFP process—What to ask for, how to review



Design an A3-based process for hiring AEC firms



Explore other A3 uses (project updates, decision-making, etc.)



Share best practices and lessons learned from other owners



Develop A3 templates for internal use and reporting

A3 TEMPLATE FOR CAPITAL PROJECTS

We created an A3 template for a prestigious private school that streamlined communication among facilities staff and their Board.

“ Stacey & Associates has developed A3 RFPs for several of our university and healthcare clients and they love the results. Receiving **A3 formatted proposals saves time and streamlines our professional selection process** by making it easier to compare firms and drill down on what's important.”

— GREG KOUSSIS, Manager
Capital Construction Management, LLC

Sample Private School Facilities and Technical Services - Capital Projects IT EXPANSION & RENOVATION / DATA CENTER UPGRADES CAPITAL PROJECT NUMBER: #100002											
November 11, 2020 — COMPLETION PERCENTAGES BOARD BUDGET 29.5%	SCHEDULE 57.1%										
BUDGET <table> <tr> <td>Board Approved Budget</td><td>\$ 1,100,000</td></tr> <tr> <td>CM Approved Budget</td><td>\$ 1,100,000</td></tr> <tr> <td>Commitments</td><td>\$ 1,100,000</td></tr> <tr> <td>Expenditures</td><td>\$ 1,100,000</td></tr> </table>		Board Approved Budget	\$ 1,100,000	CM Approved Budget	\$ 1,100,000	Commitments	\$ 1,100,000	Expenditures	\$ 1,100,000		
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1	Issues that require immediate action										
2											
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5											
CONSTRUCTION PHOTOS 											

A3s IN ACTION: CLIENT SUCCESS STORIES

First A3 Proposal Results in First PSU Win



We provided LF Driscoll with **strategic messaging and design of A3 proposals** for long-list then short-list submissions for Penn State University. S&A also prepared their team for the interview that **landed Driscoll their first ever CM project for Penn State!** Driscoll continues to use S&A to create winning A3 proposal responses for Penn State and other owners and has recommended us to industry partners.

Successful A3 Healthcare Proposal

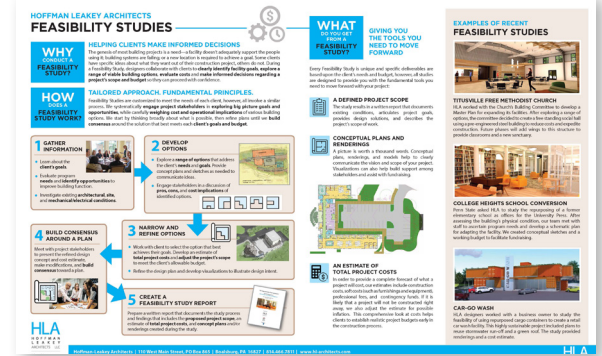


When a major healthcare client required proposals in an A3 format, Ausley turned to S&A for help. We **created a concise, powerful response** to the detailed RFP in **four A3 pages that won them the job!** In addition to using S&A for all their A3 proposals, Ausley engaged us to create a **series of A3 quals** to set them apart from their competition.

Using A3s to Reimagine Quals



Hoffman Leakey Architects engaged S&A for a **complete rebranding of their marketing materials**. We **introduced A3 thinking** to their proposals and quals packages and developed A3s to educate clients on topics like Feasibility Studies. A3s are a great way to **break down complex processes** and make them easier to understand! *See their feasibility study A3 inset in the box above.*



KEYS TO CREATING SUCCESSFUL A3s

- ✓ THINK VISUALLY —SHOW INSTEAD OF TELL
- ✓ EDIT WITH YOUR ERASER
- ✓ DIFFERENTIATE YOURSELF FROM YOUR COMPETITORS
- ✓ BACK UP YOUR MESSAGE WITH MEANINGFUL EXAMPLES

SCU ACADEMIC CENTER RENOVATIONS / JUNE 2023

PROJECT UNDERSTANDING

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LEAD QUALIFICATIONS



JONATHAN DOE, EIT
PROJECT EXECUTIVE

Jonathan Doe is a Brand and Marketing Strategist who partners with CEOs, executives and solopreneurs to grow their personal and professional brands, human-to-human. After spending nearly a decade working in PR and marketing for multimillion dollar brands and startups, Alex knows what truly drives conversions, sold-out launches and New York Times interviews—and it's not mastering the marketing flavor of the week. It's how well you connect with the heart-beating people you're trying to help and communicate your understanding back to them.

RELEVANT EXPERIENCE
SCU Academic Center Design Build (Phases 1 & 2)
Greenville, SC | \$3M
SCU Academic Center Design Build
Greenville, SC | \$3M
SCU Academic Center Construction (Phase 1)
Greenville, SC | \$3M



DANIELA KAY, EIT
PROJECT EXECUTIVE

Daniela Kay is a Brand and Marketing Strategist who partners with CEOs, executives and solopreneurs to grow their personal and professional brands, human-to-human. After spending nearly a decade working in PR and marketing for multimillion dollar brands and startups, Alex knows what truly drives conversions, sold-out launches and New York Times interviews—and it's not mastering the marketing flavor of the week. It's how well you connect with the heart-beating people you're trying to help and communicate your understanding back to them.

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ANNA BLUE, EIT
PROJECT EXECUTIVE

Anna Blue is a Brand and Marketing Strategist who partners with CEOs, executives and solopreneurs to grow their personal and professional brands, human-to-human. After spending nearly a decade working in PR and marketing for multimillion dollar brands and startups, Alex knows what truly drives conversions, sold-out launches and New York Times interviews—and it's not mastering the marketing flavor of the week. It's how well you connect with the heart-beating people you're trying to help and communicate your understanding back to them.

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JS DS DK

COLLABORATION WITH DESIGN SERVICES

JS DS DK

COORDINATION ACROSS MULTIPLE BUILDINGS/TENANTS

JS DS QP

PREVENTION THROUGH DESIGN/SAFETY

JS DS DK

PROTECTION EXECUTION

JS QP DK

BASE REPLACEMENT EXECUTION

JS DS DK

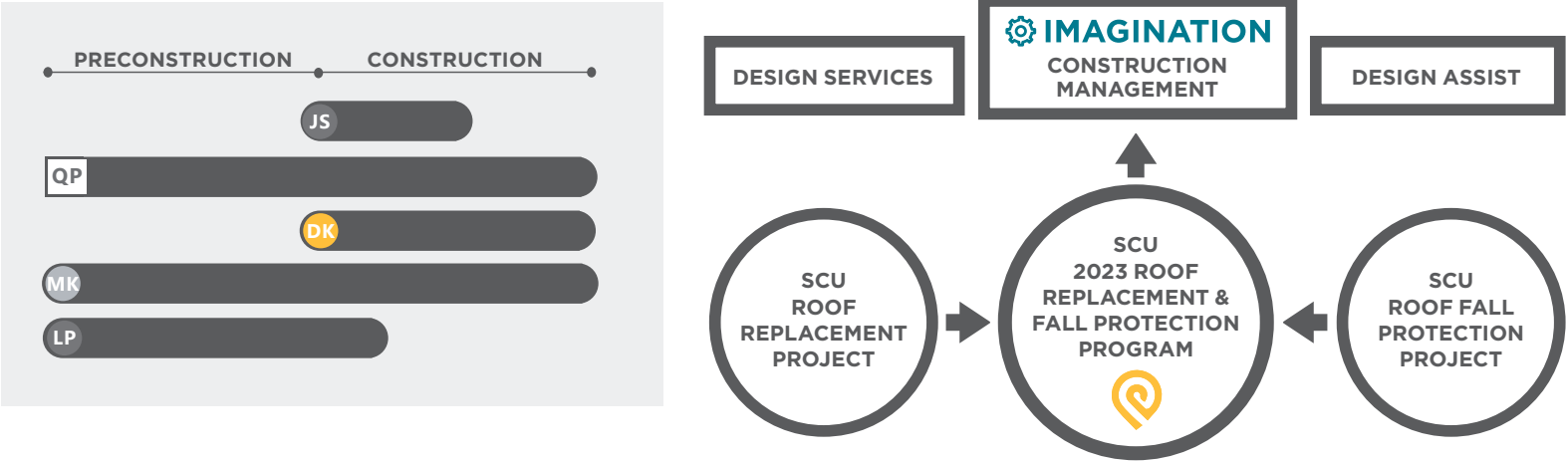
LOGISTICS

JS DS QP

BUDGET DEVELOPMENT/PRIORITIZATION

TEAM INVOLVEMENT	Set, Limited Budget	Staff Relocation	Multiple Stakeholders
	JDS PW CC	JDS PW CC	JDS PW CC
SCU FALL PROTECTION PROGRAM	JDS PW CC	JDS PW CC	JDS PW CC
SC UNIVERSITY BLACKWELL CENTER	JDS MS PW CC	JDS MS PW CC	JDS MS PW CC
SC UNIVERSITY KITCHEN	JDS	JDS	JDS
SC UNIVERSITY GRAND HALL		JDS MS PW CC	JDS MS PW CC
SC UNIVERSITY GLOBAL COMMONS			JDS MS PW CC

STAFF PLANNING





SC UNIVERSITY ACADEMIC CENTER
Greenville, SC

Part of a campus-wide improvement program for accessibility, the project included a new 2-story addition to improve the building entrance, along with a new lecture hall.

COMPLETED DURATION
VOLUME
DELIVERY
MBE/WBE %
OWNER

Nov 2020
7 months
\$1.33 mil
CM
TBD
Jonathan Doe
doej@scu.edu
1-410-555-1212



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