

LET US INTRODUCE OURSELVES:

MEET OUR TEAM OF SPEAKERS



WENDY
Simmons

Wendy is the founder of Middle of Six and the host of The Shortlist, an award-winning podcast about all things A/E/C marketing. She was recognized as Marketer of the Year in 2022 by SMPS Seattle.



MELISSA
Richey

As principal marketing strategist at Middle of Six, Melissa leverages 20 years of A/E/C marketing and business development experience to and craft brands and messaging that resonate in an increasingly competitive environment.

Melissa at SMPS Seattle



- ✓ WEBINARS
- ✓ CONFERENCES
- ✓ IN-PERSON TRAINING
- ✓ RETREATS & SUMMITS

LOOKING FOR A UNIQUE PERSPECTIVE?

Book Middle of Six for Your Next SMPS Educational Event!

As former in-house marketers, we understand the multiple hats teams wear and the variety of skills needed for success in the A/E/C industry.

Middle of Six's leadership team has provided one-on-one strategic coaching to over 100 firms and has developed relevant, tactical, interactive content for groups of any size.

Whether you need a fresh voice for in-house training or a keynote speaker at your next conference, we'd love to learn more!

Drop us a line at hello@middleofsix.com



MIDDLE OF SIX PRESENTATIONS

HAVE INCLUDED:

YOU'VE BEEN SHORTLISTED!

...Now What??

PROPOSAL WRITING:

Mastering the Art of Training Your Technical Staff

CLIENT PSYCHOLOGY:

How Perceptions Affect Proposals and Interviews

TURNING STRAW INTO GOLD:

How to Use Online Research in Your Pre-Positioning

WILDCARD PERSONALITIES:

How Overdone Strengths Can Derail a Pursuit Team

What People Are Saying:

“Definitely had a few ‘lightbulb’ moments and pages of notes to bring back to my team.”

“I wanted to make sure I remembered everything she said! I have already started using her suggestions in my proposals.”

“Sometimes these topics can be hard to keep your attention but I was interested the whole time!”

Recent Middle of Six appearances at conferences and industry events!



Ready to schedule your upcoming presentation? Email us at hello@middleofsix.com

A few of the organizations we've collaborated with:



LEARNER OUTCOMES:

THREE ATTENDEE TAKEAWAYS



OUTCOME #1 Marketing and pursuit teams will learn the **science behind human tendencies** and **how stress impacts the decision-making process**.

This foundational information sets the stage for validating the marketers experience and will provide a scientifically proven baseline.



OUTCOME #2 Marketing and pursuit teams will understand the difference between **strengths (under typical working conditions)**

versus **overdone strengths (during high-stress periods)**. Acknowledging these natural swings and **developing shared language** supports a culture of **empathy** and may lead to **honest dialogue** across teams.



OUTCOME #3 Marketing and pursuit teams will take away actionable strategies for **addressing counterproductive personality traits within their team**.

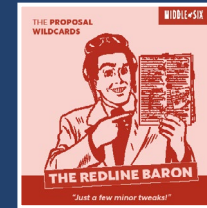
A workshop leave behind includes proactive tactics that can be used for **general coaching** as well as **tips for “in the moment” feedback**.

ALL-NEW INTERACTIVE WORKSHOP

Wildcard Personalities:
How Overdone Strengths Can Derail a Pursuit Team

It's deadline day. The 100-page design-build proposal you've been working on is in its final stages. Reflecting on the last several weeks, you see missed opportunities that might have helped secure a top spot on the shortlist.

Why is that pinnacle so challenging to reach? It's not for lack of effort and hundreds of hours of teamwork. Often, it's the idiosyncrasies and personalities on the pursuit team. For example, the “Novelist” who spends too much time writing too much content, too late in the process. Or the “Redline Baron” whose illegible hand-scribbled markups create hours of extra work for marketing.



No one is perfect, and under a deadline our everyday competencies can turn into overdone strengths. These unchecked “wildcard” personalities can derail the pursuit process and lead to marketer burnout.

In this interactive session, Middle of Six will guide attendees through distracting personalities, share tips for curbing these counterproductive tendencies, and help attendees identify their own overdone strengths.

Delivered with honesty, empathy, and plenty of humor, this session will leave attendees with shared language about an overlooked topic that results in millions of dollars of lost revenue.

