Marketing your Project to a Board of Directors

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reply all emails

too much information

irrelevant information

This also applies to our communications.
When selling to a Board, you have

- **Non-technical audiences**: Keep it simple
- **Varied interests**: Keep it relevant
- **Limited time**: Keep it brief
keep it SIMPLE
How do you distill technically complex findings and propositions into a simple, sellable idea?
Define the problem in BULLETS

- Deferred maintenance posing student safety issues?
- Inability to serve future master planned buildings?
- Issues reliably serving critical research facilities?
- Carbon emission reduction goals?
Define the problem in BULLETS

- The existing campus system has exceeded its useful service life, causing **reliability and student safety** issues on campus.

- The existing campus power plant won’t be able to support the electrical load of future campus buildings.
A second utility interconnection is the most resilient and cost-effective solution to facilitate future growth on campus, increasing capacity by 20 MVA with a cost of $29.1M.

Is your solution the **BEST** solution?
keep it RELEVANT
## Facilities interests
- Plant operations and maintenance
- Reliable utility services
- User comfort
- “Keeping the lights on”

## BOD interests
- Wise stewardship of campus funds
- Student attraction / retention
- Fiduciary allocation based on interests of varying stakeholders
- *Finite money!*

keep it RELEVANT
Facilities interests = BOD interests

Deferred steam line maintenance → Student safety issues
Lack of resilient microgrid → Unreliable power for critical research facilities
Ability to reduce utility costs → Reinvestment into student attraction / retention
keep it RELEVANT

INDIVIDUAL interests

What is their background?

How can you create connectivity between your projects and their interests?

How do you campaign for your projects within their rules?

Everyone thinks their project is the most important. Create champions for YOUR project!
keep it BRIEF
keep it **BRIEF**

Hit the high points.
*(not the entire master plan)*

Make a good first impression.

Show you’ve researched all options.
keep it BRIEF

The problem

The solution

The solution (in metrics)

The comparison

The numbers
Questions?

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