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1.133 M.Eng. Concepts of Engineering Practice

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# GETTING WORK

Small (and not so small)  
company perspective

# HydroAnalysis, Inc.

- **One-person consulting practice established in 1988**
- **1.2-person consulting practice since 2005**

## Technical Disciplines:

Hydrology

Water Quality

Computer Modeling

Hydraulics

## Environmental Media:

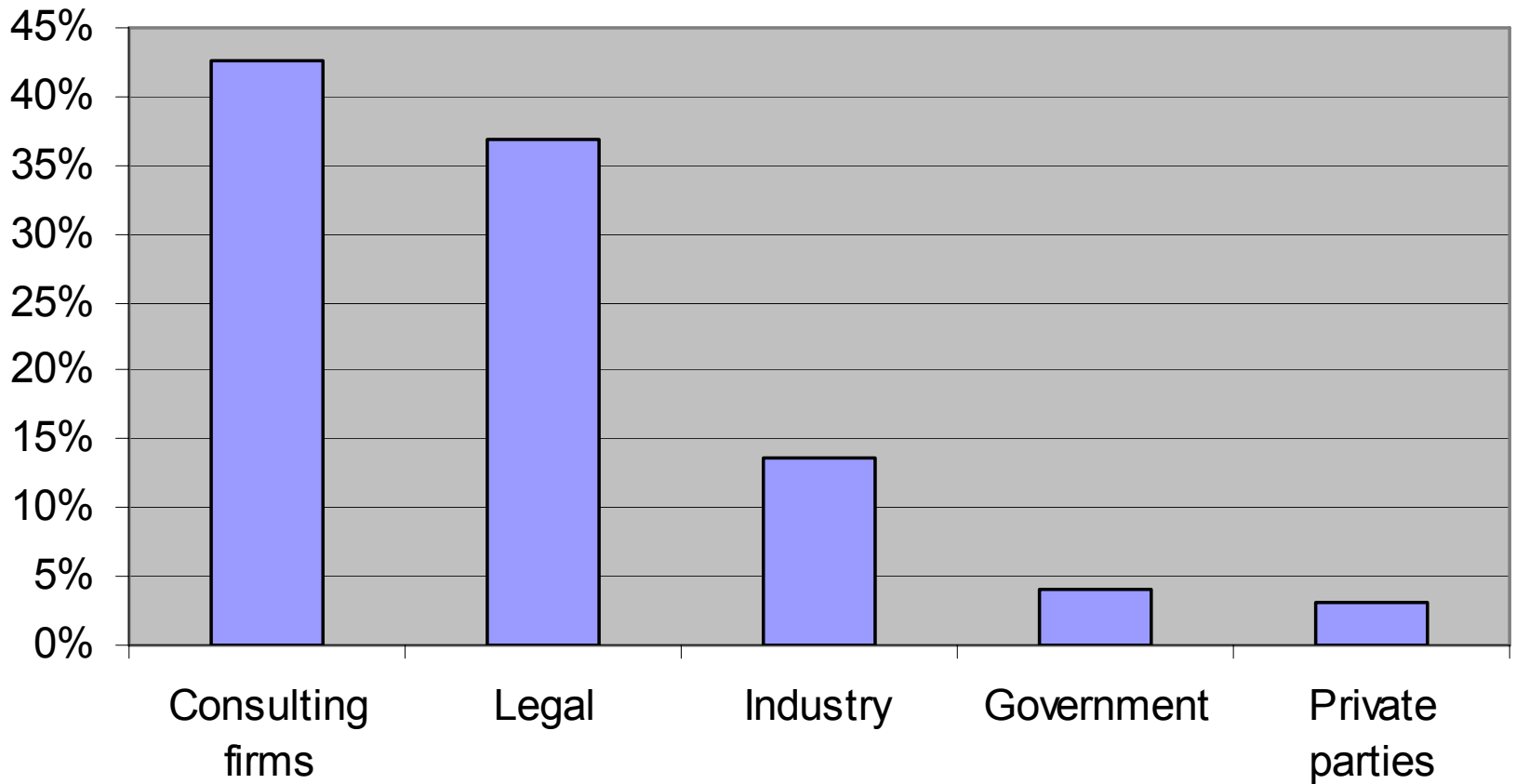
Ground water

Surface water

Hazardous waste

# Client Base

**Business by client type**



# What's a small business like?

- **Hard work:**
  - Few helpers for work “crunches”
- **Worries:**
  - Work environment (isolation)
  - Cash flow
  - Business development
- **Flexibility and Independence:**
  - Control of:
    - Work
    - Schedule
    - Workplace

**“Working for yourself is wonderful—you get to work any 100 hours a week you want.”**

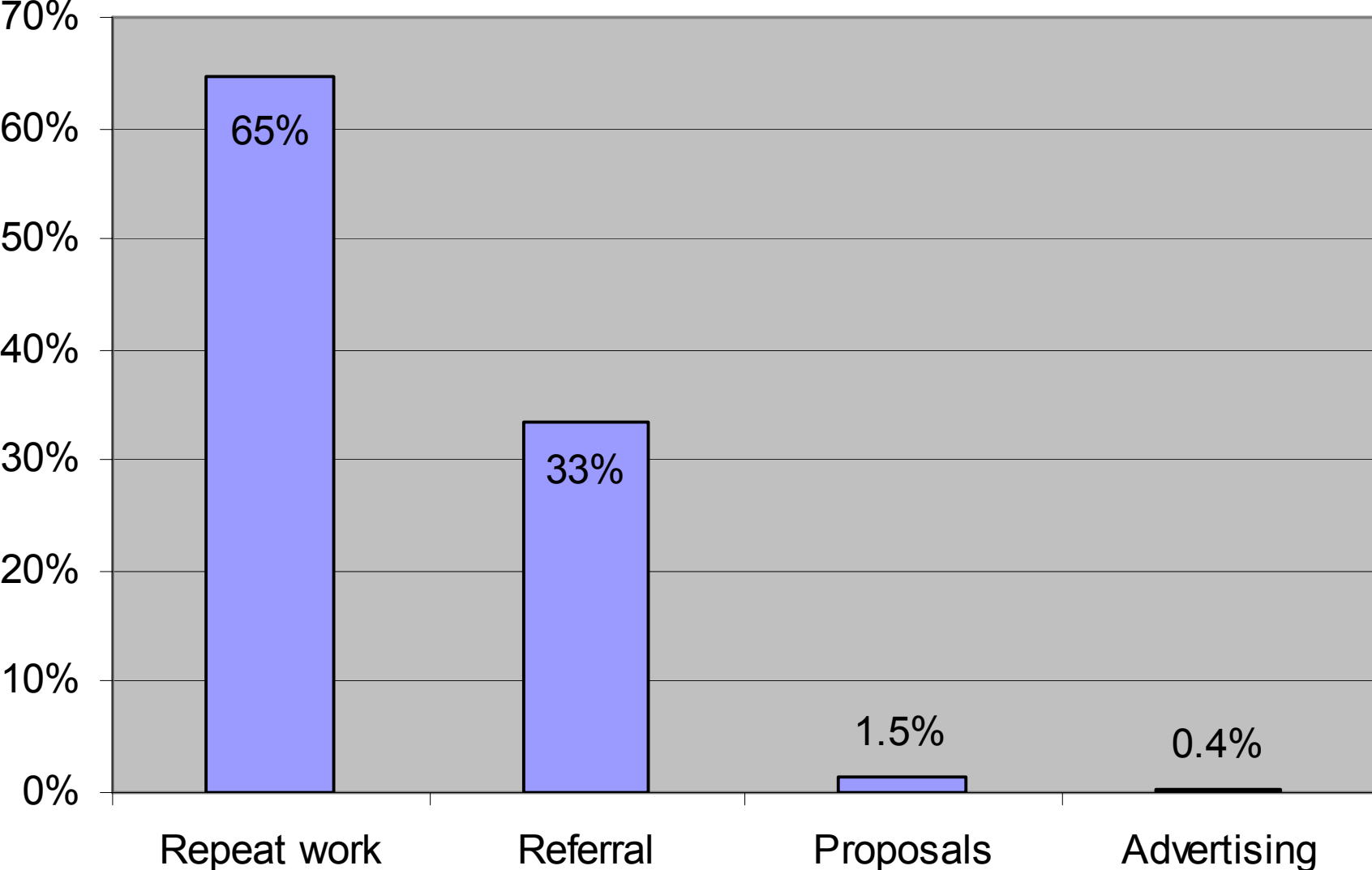
# **Business Development Process**

**Answer the phone!**

**What is the  
single most effective way  
to get new work????**

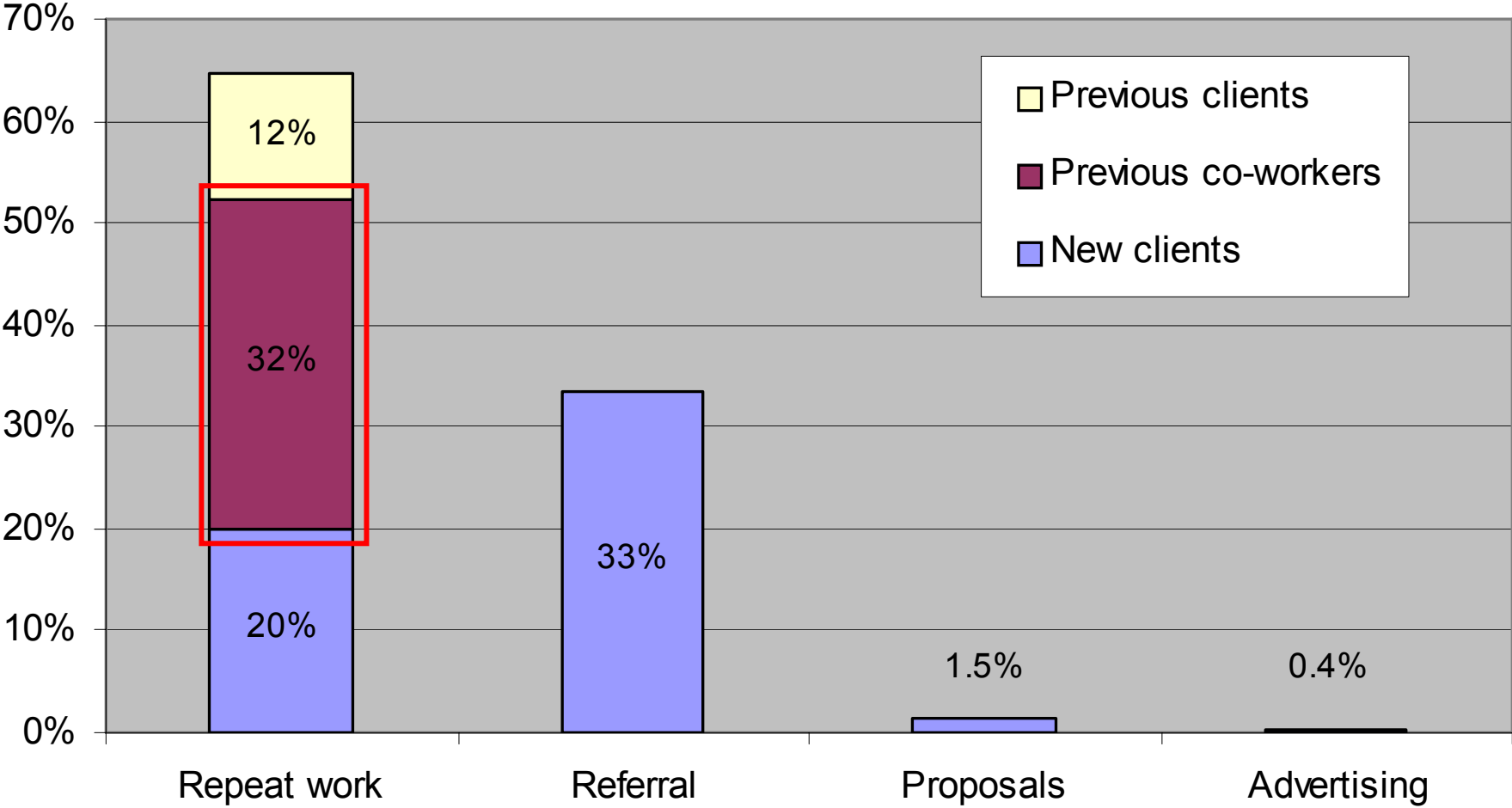
**Do a good job on  
the work you have now!**

# Sources of business





# Sources of business



# Elements of “doing a good job”

High quality technical work

Attention to client

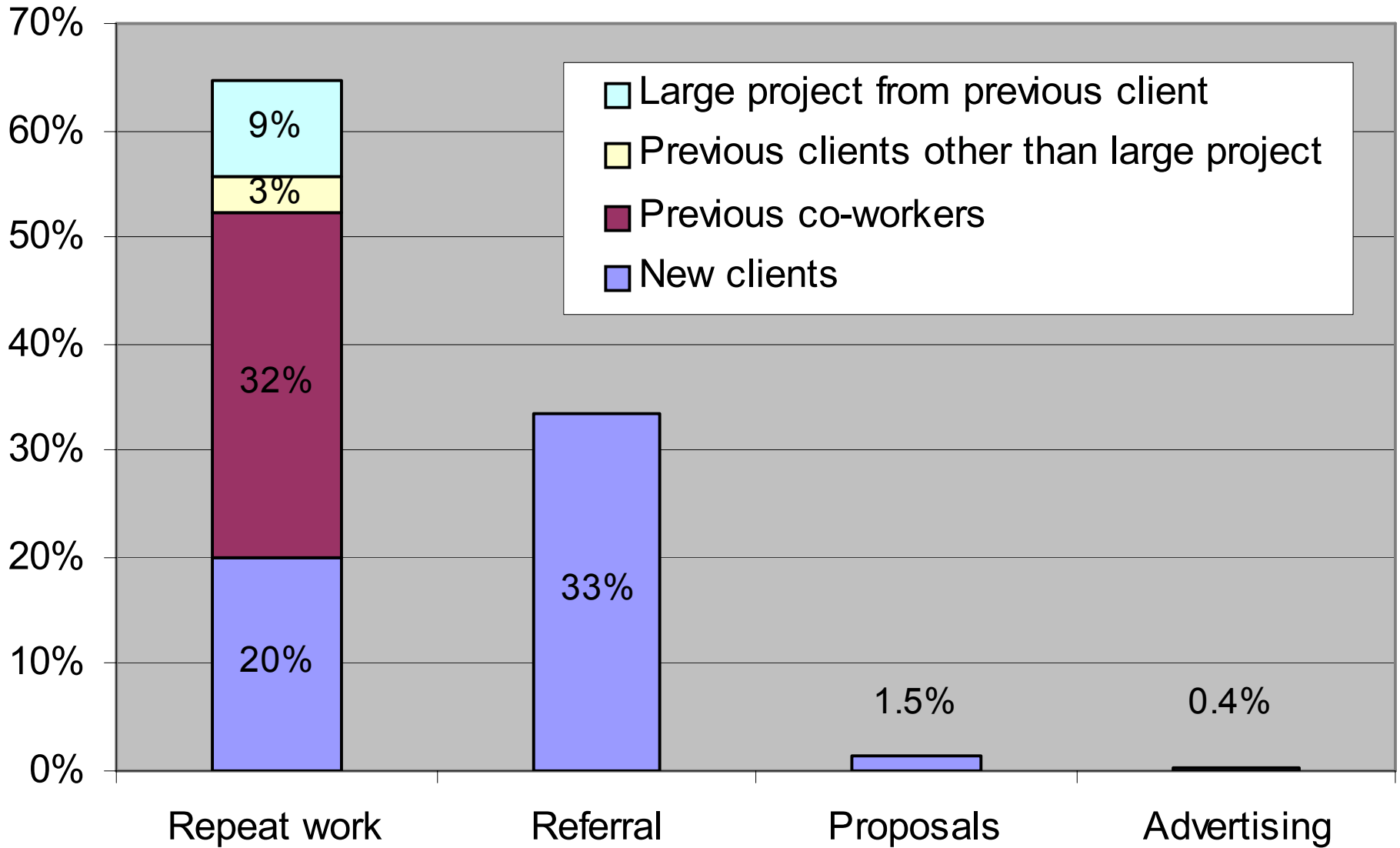
Good communication

# Example of Importance of Good Communication

Low-level radioactive waste disposal site  
High public visibility and controversy

Hired as “good writer” for 3 days of work  
Worked as project hydrologist half-time for 3 years

# Sources of business



# Strategic Planning

Minimal for one-person business

Traps in small business:

- “There are only two problems in the consulting business.”
- Need to service continuing clients
- Difficulty in forecasting
- “Frenzy feeding”

# Proposal considerations for small business

Few proposals and even fewer winning proposals

Saying no is often not an option

Size is often a neutral factor in competing

Technology is an equalizer

Even losing proposals help develop business

# The Proposal: Preparing the Proposal

## Show the Client You Can Do the Project

- Research the problem

- Define your approach and objectives

- Write proposal as Chapter 1 of the final report

## Show the Client You Can Write a Good Report:

- Proposal should be well written and error free

- Proposal should be attractive

- Graphics should be effective

# The Proposal: Presenting the Proposal

Show the Client You Can Speak in Public:

Speak clearly and effectively

Make eye contact

Use effective presentation aids

Show the Client What You Know:

Consider the presentation as free consulting



# Example of successful proposal presentation

## Proposal Interview for NY State Environmental Impact Statement

Project manager knew the process cold

Addressed the client's needs (meet schedule!)

Provided consulting: 'What you have to do as soon as possible to meet your schedule is...'

Hired on the spot

# Summary

Small business is the same...only different

Worry about your current business first,  
your future business second

In a proposal and presentation, **show** the  
client what you can do

Good communication is paramount