



2024



SURVEY BOLDLY

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WELCOME PACKET

## Welcome to the 2024 Land Survey Summit

Dear Survey Boldly Participants,

On behalf of the entire Land Survey Summit planning team, I extend a warm welcome to the 3rd Annual Land Survey Summit! We're thrilled to have you join us this December as we build upon the momentum of last year's successes and "Survey Boldly" into the future.

This year's summit holds special significance as we address critical challenges and opportunities facing our profession. Our focus will be threefold:

- 1.) Empowering Emerging Leaders: We'll explore strategies to identify and engage our younger professionals, providing them with leadership opportunities to shape the future of our field.
- 2.) Succession Planning and Staff Growth: Recognizing the demographic shift in our industry, we'll delve into succession planning, knowledge transfer, and innovative ways to attract and retain talent.
- 3.) Strategic Expansion: We'll examine growth opportunities in the states we currently serve and chart a course for licensing and expansion into new territories.

To help us navigate these key areas, we are excited to feature two exceptional guest speakers:

**Joe Zink and Tony Glanovsky:** They will share their expertise on cultivating a culture of ownership and engagement among younger staff, inspiring them to embrace the organization's goals and contribute their unique talents.

**Eric Vallejo:** He will draw from his experience in gaining the trust and support of senior leadership to successfully integrate emerging technologies into a the new survey business line of Reality Capture.

Over the course of two dynamic days – December 10th and 11th – we'll engage in thought-provoking group discussions, focused breakout sessions, and learn from the valuable insights of our guest speakers. Your active participation is vital! Come prepared to share your insights, contribute your ideas, and help shape the future of our survey group.

We encourage you to arrive with an open mind, ready to collaborate and embrace bold solutions. Together, we can ensure a vibrant and thriving future for our profession.

Sincerely,

Chris Fillmore, LS  
Client Executive

# HOMEWORK

## Pre-Summit Action Item: Introduce Yourself & Share Your Goals

To kick off the 2024 Land Survey Summit and foster a collaborative environment from the start, we encourage all participants to come prepared with a brief introduction. This is your chance to connect with fellow attendees and set the stage for a productive and engaging summit experience.

### Here's what to include in your introduction:

1. **Who You Are:** Share your name, your role within your organization, and a bit about your background in land surveying.
2. **Your Team and Expertise:** Tell us about the team you work with and the specific service line you excel in. Also, briefly mention any service lines where you see potential for growth or development
3. **Your Surveying Journey:** How long have you been working in the land surveying field? What sparked your interest in this profession?
4. **Emerging or Senior Leader?** Identify yourself as either an emerging leader or a senior leader.
5. **Your "Survey Boldly" Goal:**
  - o **Emerging Leaders:** What specific skill or knowledge do you hope to gain from the summit to help you step into a leadership role?
  - o **Senior Leaders:** What key takeaway or strategy do you aim to implement to foster leadership development within your team or organization?

### How to Share:

Prepare an elevator speech. We'll have dedicated time during the opening session for participants to share their introductions. Come ready to speak briefly (aim for 1-2 minutes) and connect with your fellow attendees!

# AGENDA

**Day 1: Tuesday, December 10, 2024**

Start Time	End Time	Duration (minutes)	Topic
6:45	7:00		Shuttle to IMEG
7:00	7:30	30	Housekeeping, Breakfast
7:30	8:00	30	Icebreaker - Survey Says
8:00	8:30	30	Welcome to Survey Boldly
8:30	9:45	75	Introductions
9:45	10:00	15	Break
10:00	10:30	30	State of the Business
10:30	11:45	75	Panel: Forward Looking
<b>12:00</b>	<b>13:00</b>	<b>60</b>	<b>Lunch</b>
13:00	13:30	30	Icebreaker - Leadership Compass
13:30	14:45	75	Workshop/Breakout Session (1)
14:45	15:00	15	Break
15:00	15:20	20	Call to Action - Session 1
15:20	17:00	100	Networking Activity
17:00	18:00		Shuttle to Hotel
18:00	20:00		Dinner at Tony's Pizza Chicago Style Pizzeria, Moline, IL

**Day 2: Wednesday, December 11, 2024**

Start Time	End Time	Duration (minutes)	Topic
6:45	7:00		Shuttle to IMEG
7:00	7:30	30	Housekeeping, Breakfast
7:30	8:00	30	Icebreaker - Mapping Our Future
8:00	8:30	30	Bridging the Gap Succession Planning
8:30	9:45	75	Breakout Session (2)
9:45	10:00	15	Break
10:00	10:20	20	Call to Action - Session 2
10:20	10:50	30	Leading with Influence
<b>11:00</b>	<b>12:00</b>	<b>60</b>	<b>Lunch</b>
12:00	13:00	60	Showcase - SUE/Technology
13:00	13:45	45	Breakout Session (3)
13:45	14:05	20	Call to Action - Session 3
14:05	14:30	25	Wrap-up
14:30	15:00		Shuttles to airport/hotel

# TOPICS

Tuesday, December 10:  
**MORNING SESSION**

**Bold Vision Panel: Forward-Looking**

This dynamic panel discussion brings together senior leaders and emerging professionals for a candid conversation about the future of land surveying. We'll explore:

- **Challenges and Opportunities:** What hurdles and exciting prospects await the next generation of surveyors?
- **Leadership in a Changing Landscape:** How can emerging leaders navigate technological advancements, evolving regulations, and shifting industry dynamics?
- **Empowerment and Mentorship:** What strategies can senior leaders employ to foster leadership skills in younger professionals and create a supportive environment for their growth?
- **The Power of Early Engagement:** Why taking on leadership roles sooner rather than later is crucial for individual development and the advancement of the profession as a whole.

Join us for this insightful session and contribute to the conversation about shaping a bold future for land surveying.



## AFTERNOON SESSION

*We will break out into two groups. Each group will have a different topic to discuss, which you will bring back to discuss with the overall group.*

### **Workshop Session 1A: Leadership Essentials for Emerging Professionals**

This interactive workshop is specifically designed for emerging leaders in the land surveying field. Get ready to roll up your sleeves and dive into the essential skills that will empower you to lead effectively:

- **Communication Mastery:** Learn how to communicate clearly and confidently in diverse settings, from team meetings to client presentations.
- **Decision-Making Strategies:** Develop your critical thinking skills and explore proven frameworks for making informed decisions, even under pressure.
- **Conflict Resolution Techniques:** Gain practical tools and strategies for navigating and resolving conflicts constructively, fostering a positive and collaborative work environment.
- **Essential Leadership Toolkit:** Discover additional core leadership skills that will help you excel in your career, including delegation, time management, and team building.

This session is your opportunity to hone your leadership abilities and connect with fellow emerging professionals in a collaborative and supportive setting.

### **Breakout Session 1B: Recognizing and Cultivating Leadership Potential**

This session is tailored for senior leaders who are passionate about developing the next generation of land surveyors. We'll delve into:

- **Spotting Hidden Talent:** Go beyond traditional markers of experience and learn to identify leadership qualities in young professionals, such as initiative, problem-solving skills, and a collaborative spirit.
- **Nurturing Growth:** Explore effective strategies for mentoring and providing growth opportunities to emerging leaders, including challenging assignments, leadership training programs, and involvement in decision-making processes.
- **Creating a Culture of Leadership:** Discuss how to foster an environment where young professionals feel empowered to take on leadership roles, contribute their ideas, and shape the future of the organization.
- **Knowledge Transfer and Succession Planning:** Examine best practices for transferring knowledge from senior to emerging leaders, ensuring a smooth transition and continued success for the team.

Join this session to share your wisdom, gain fresh perspectives, and contribute to building a strong pipeline of future leaders for the land surveying profession.

## Connect & Collaborate: A Cross-Generational Networking Experience

Step away from the presentations and forge meaningful connections with your fellow summit attendees! This structured networking activity is designed to foster interaction and collaboration between senior and emerging leaders in the land surveying field.

Here's what you can expect:

- **Dynamic Format:** Engage in a fast-paced "speed mentoring" session where you'll have the opportunity to connect with multiple individuals and gain diverse perspectives.
- **Team-Based Challenge:** Put your collaborative skills to the test in a fun and engaging team-based activity with a friendly competitive element.
- **Shared Learning:** Share insights, experiences, and advice with professionals at all career stages, building valuable relationships that will extend beyond the summit.

This is your chance to:

- **Expand your network:** Connect with colleagues you may not otherwise have the opportunity to meet.
- **Gain new perspectives:** Learn from the experiences of others and gain fresh insights into leadership and career development.
- **Build camaraderie:** Strengthen relationships within the land surveying community.

Come prepared to engage, collaborate, and have some fun!

Wednesday, December 11:  
**MORNING SESSION**

### **Bridging the Gap: Succession Planning**

This keynote presentation delivers a compelling look at the critical issue of succession planning within the land surveying profession.

#### **Key takeaways:**

- **Demographic Realities:** Gain a clear understanding of the current demographics of our field and the implications of an aging workforce.
- **The Urgency of Succession:** Discover why proactive succession planning is no longer a luxury but a necessity for the continued success of our profession.
- **Business Risks and Opportunities:** Explore the potential consequences of neglecting succession planning, including knowledge loss, leadership gaps, and missed business opportunities.
- **Building a Sustainable Future:** Learn how investing in the development of future leaders can ensure the long-term health and growth of your organization and the land surveying profession as a whole.

This session will provide valuable insights and practical strategies for addressing the succession planning challenge and securing a bright future for land surveying.

*We will break out into two groups. Each group will have a different topic to discuss, which you will bring back to discuss with the overall group.*

### **Breakout Session 2A: Pathways to Licensure**

This self-led session is a must-attend for emerging leaders who are on the path to becoming licensed land surveyors. We'll provide a comprehensive overview of the licensing process, equipping you with the knowledge and resources you need to succeed.

#### **Here's what we'll cover:**

- **State-Specific Requirements:** Dive deep into the specific licensing requirements for your state, including education, experience, and examination components.
- **Exam Preparation Strategies:** Gain valuable tips and insights on preparing for the licensing exam, including study resources, practice exams, and test-taking techniques.
- **Navigating the Application Process:** Learn how to navigate the licensing application process smoothly and efficiently, ensuring you meet all the necessary deadlines and documentation requirements.
- **Resources and Support:** Discover valuable resources available to support you on your journey to licensure, including mentorship programs, study groups, and professional organizations.

This session will provide you with a clear roadmap to licensure, empowering you to take the next step in your professional development with confidence.

## Breakout Session 2B: Expanding Our Reach: Strategic Licensure

This self-led critical session is designed for senior leaders who are ready to explore new horizons and drive strategic growth for their surveying businesses.

Here's what we'll explore:

- **Strategic Licensing Opportunities:** Gain valuable insights into states with favorable licensure reciprocity agreements, strong market demand for surveying services, and high growth potential.
- **Data-Driven Decision Making:** Access key resources and data to inform your expansion strategy, including market analysis, competitive landscapes, and licensing requirements.
- **Growth Strategies:** Engage in discussions around organic growth opportunities versus strategic acquisitions of existing firms, analyzing the pros and cons of each approach.
- **Actionable Expansion Plans:** Collaboratively develop concrete action plans with clear goals, timelines, and resource allocation strategies for obtaining licenses in new states.

This session will empower you to make informed decisions, seize strategic opportunities, and expand your reach in the land surveying market.

Wednesday, December 11:  
AFTERNOON SESSION

### Showcase

Come join us for an exciting session to learn about the trials, tribulations, pivots and successes of two successful groups that are boldly committed to a vision and growth of that vision:

#### SUE Group

This presentation will explore the history of the SUE Group, highlighting their growing pains and stretch opportunities in both services and staff. The goal is to discuss allowing younger individuals to grow into leadership roles and how it impacts buy-in, quality of work, and market growth.

#### Technology

This presentation will discuss what drove the realty capture team to be where it is today, including the setbacks they faced and the ways they accomplished their goals. The speaker will also talk about working with senior leadership to buy into these new services. The goal is not to talk about specific technologies but to show a vision of what can be achieved and how it can affect positive change.

*We will break out into two groups. Each group will have a different topic to discuss, which you will bring back to discuss with the overall group.*

### Breakout Session 3A: Building Your Professional Brand

This interactive session is designed to empower emerging leaders to take charge of their careers and position themselves for success.

Here's what you'll gain:

- **Self-Assessment and Skill Identification:** Identify your unique strengths and skills, and learn how to articulate them effectively to showcase your value.
- **Networking Strategies:** Develop practical strategies for building a strong professional network, including tips for making meaningful connections and leveraging online platforms.
- **Personal Branding for Leadership:** Craft a compelling personal brand that highlights your leadership potential and sets you apart from the crowd.
- **Career Advancement Strategies:** Gain insights into career advancement opportunities and learn how to position yourself for leadership roles within your organization.

This session will provide you with the tools and confidence to build a strong professional brand and achieve your career goals.

### **Breakout Session 3B: Creating a Leadership Pipeline**

This session is essential for senior leaders committed to developing the next generation of leaders within their organization.

Key takeaways:

- **Identifying and Nurturing Potential:** Learn how to identify high-potential employees and create a culture that fosters their growth and development.
- **Mentorship Programs:** Explore the benefits of formal mentorship programs and gain practical tips for establishing and managing successful mentoring relationships.
- **Leadership Training and Development:** Discover effective leadership training programs and resources that can equip your employees with the skills they need to excel in leadership roles.
- **Creating Opportunities for Growth:** Develop strategies for providing employees with opportunities to take on increasing responsibility and gain valuable leadership experience.

This session will provide you with a framework for creating a sustainable leadership pipeline, ensuring the continued success of your organization for years to come.

# SMART Accountability Tools

## Summary

After each of the breakout sessions we will spend time discussing the next steps, action items and have each group develop actionable items that will be completed in 2025. To assist with this, please follow the above recommendations to generating SMART goals, which is attached to this Welcome Packet.

A key takeaway from the Land Survey Summit should be the development of actionable goals. To ensure these goals have a lasting impact and drive real progress, we encourage participants to frame them using the SMART framework:

**Specific:** Goals should be clearly defined and focused. Instead of a general aim like "improve leadership skills," a specific goal might be "complete a leadership training program on conflict resolution by Q2 2025."

**Measurable:** Establish concrete criteria for measuring progress and success. This could involve quantifiable targets (e.g., "mentor 3 emerging professionals within the next year") or observable outcomes (e.g., "present a proposal for a new service line to senior management by December 2024").

**Achievable:** Goals should be challenging yet attainable within the given resources and timeframe. Consider your current capabilities, available support, and potential obstacles to ensure your goals are realistic.

**Relevant:** Goals should align with your overall career aspirations and the strategic direction of your organization. Ensure they contribute to both your personal growth and the advancement of the land surveying profession.

**Time-bound:** Set a clear timeframe or deadline for achieving your goals. This creates a sense of urgency and helps you stay on track. For example, "obtain my professional land surveyor license within the next 2 years."

By applying the SMART framework, participants will leave the summit with well-defined, actionable goals that will propel their professional development and contribute to the future of land surveying. We encourage you to dedicate time during the breakout sessions to formulate these goals, ensuring they are specific, measurable, achievable, relevant, and time-bound.



## SMART GOAL

This worksheet will help you define clear and actionable goals for your professional development and contribution to the land surveying field. Use the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound) to craft goals that will drive your success.

### 1. Specific

- **Guiding Question:** What exactly do you want to achieve? Be precise and detailed in your description.
- **Your Goal:**

### 2. Measurable

- **Guiding Question:** How will you track your progress and measure success? Identify concrete metrics or indicators.
- **Your Measures:**

### 3. Achievable

- **Guiding Question:** Is this goal attainable with your current resources and within the timeframe? Consider potential challenges and how you'll overcome them.
- **Your Resources and Challenges:**

### 4. Relevant

- **Guiding Question:** How does this goal align with your career aspirations and your organization's strategic goals? Explain the connection to broader objectives.
- **Your Goal's Relevance:**

### 5. Time-bound

- **Guiding Question:** When will you achieve this goal? Set a clear deadline or timeframe.
- **Your Timeline:**

### Action Plan

- Outline the specific steps you will take to achieve your goal.
  - Step 1:
  - Step 2:
  - Step 3: