



## Building Excellence

### An Owner's Perspective

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## Key Takeaways



### Client Acquisition

- » Repeat clients are gold – It is always less expensive to maintain an existing client rather than acquire a new one
- » Understand your customer acquisition costs
- » Earn more work from an existing client by prioritizing their vision and needs
- » Marketing involves both inward and outward efforts; maintaining objectives and KPIs is important, but nurturing existing relationships is usually more effective.



### Owner's Perspective

- » Seek out & learn to communicate the owner's "why" and understand what drives their passion
- » Maintain research and engagement throughout the life of the project, don't rely on the initial discovery phase
- » Minimize surprises and put in place systems to create consistency and less stress



### Unified Mission

- » Ensure that everyone on the team knows the owner's "why" and is engaged in the success of the project
- » Prioritize a team culture that celebrates the owner and is service oriented
- » Keep the owner and engaged with communications, tours, and meetings that highlight the success of the project

### Resources / Links

- [Blueprint to Success](#)
- [Example: We are Skanska](#)
- [How JFK and a Janitor put a man on the moon](#)
- [SMART Method](#)

## Upcoming State Representative Calls:

10.09.2025 [Demystifying AIA Fellowship](#) 11.13.2025 **Beyond the Brand**