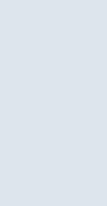


YOUR *Reputation* GETS THERE BEFORE YOU



Twenty years later,
the room starts
looking pretty familiar.

-[kristen lawlor mau](#), cmo

I had one of those *well, that's weird* moments recently.

There were more than 130 people in the room, and as I looked around, it hit me: I knew, at least minimally, probably 75% of them. The irony? Thanks to a series of unfortunate drivers on the Sawgrass (South Florida, amiright?), I arrived with only about ten minutes of networking time left. So, despite knowing almost everyone in the room, I barely had time to talk to any of them, maybe two quick hellos and *how are ya's* before the program kicked off.



Some were current clients. Some were former clients. Some were people I've worked alongside, chased projects with, lost projects to, sat through meetings with, attended approximately 4,372 networking events with, or simply crossed paths with enough times over the years that we've graduated to the obligatory across-the-room nod, and a *Forrest Gump* from the boat waving moment, frantically mouthing that I'd catch up with them soon.

And suddenly it hit me:

I've been doing this for 20 years.

Which was both an a-ha moment and a mildly offensive reminder of the passage of time.

But mostly, it made me think about how business development actually works.

Twenty years in the South Florida AEC industry doesn't give you 20 years of business cards. It gives you 20 years of interactions.

And somewhere along the way, those interactions become your reputation.

People remember whether you followed through.

Whether you answered the phone when something went sideways.

Whether you made the introduction you promised.

Whether you were helpful when there was absolutely nothing in it for you.

Whether you were someone they actually wanted to sit next to at the next event. *Hi, Ayanna!*



L to R: Cristin Peacock, Peacock Architects
Kristen Lawlor Mau, Jezerinac Group
Kelly Stout, DRMP
Lily Jezerinac, Jezerinac Group
Jessica Rogers, RJ Heissenbottle Architects

And that's the part of marketing we don't always talk about.

Long before someone sees our qualifications package, visits our website, reads a LinkedIn post, or gets a proposal from JG, there's a pretty good chance they've already formed an impression of us.

OUR REPUTATION GOT THERE FIRST.

Marketing can help tell the JG story, but every person here helps write it. Every email. Every meeting. Every jobsite conversation. Every deadline. Every problem we help solve. Every interaction where someone walks away thinking, I like working with those people.

That's business development.

And apparently, if you do it long enough, one day you'll look around a room of 130+ people, realize you know almost everyone, and wonder when exactly all these people got so old.

Obviously, I have not.



Kristen Lawlor Mau
Chief Marketing Officer, Jezerinac Group