



The Zipper Effect

Connect
at
Every

L E V E L

1. Project Development Leadership
2. Senior Management & Partner Leadership
3. Project Management Leadership
4. Production & Boots on the Ground Leadership
5. HR, Administration & Financial Leadership

The Zipper Effect emphasizes intentional, relationship-based alignment across every level of a project team within the AEC industry.



Each layer of leadership forms direct, peer-to-peer connections with their counterparts. This ensures that communication is not only top-down but also lateral and continuous.

A tightly integrated structure is created where information, expectations, and values are consistently reinforced at every stage of the project.

By *zipping together* all leadership layers, the entire organization becomes unified around the project's goals and the owner's vision.

This alignment fosters trust, accountability, and clarity — reducing the risk of miscommunication and disconnect as the project progresses.

The Zipper Effect ensures the original intent behind the project is preserved and effectively executed, resulting in a seamless transition from original concept through final occupancy. The delivered outcome will reflect the owner's vision with consistency and quality.



1

PROJECT DEVELOPMENT LEADERSHIP

*Setting the
foundation before
the project begins*

- Honest
Go/No-Go
- Reality-Check
the Budget
- Right Team,
Right Fit

2

SENIOR MANAGEMENT & PARTNER LEADERSHIP

*Championing the
vision and setting the
tone for collaboration*

- Clear Vision,
Shared Belief
- Team Charters
& Rules of
Engagement
- Circular
Communication,
No Hierarchy

3

PROJECT MANAGEMENT LEADERSHIP

*Translating vision
into daily action
and team culture*

- Pick People,
Not Companies
- Build and Maintain
Project Culture
- Fast, Clear
Decisions

4

PRODUCTION & BOOTS ON THE GROUND LEADERSHIP

*Executing the vision
with alignment,
respect, and shared
understanding*

- Share the Vision — Early and Often
- Know the WHY, not just the WHAT
- Define Roles, Scopes, & Lanes
- Respect Trade Expertise

5

HR, ADMINISTRATION & FINANCIAL LEADERSHIP

*Building the financial
and operational
framework that enables
project success*

- Funding Realities
Shape Delivery
- Align Scope with
Available Funds
- Clear Terms,
Clear Expectations

*Inspire.
Educate.
Unite.*



*A zipper
works when
both sides*
A L I G N

*The best
project
teams are
no different.*



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