It's about to be March Madness! And the interesting thing about this annual tournament is that it also utilizes Qualifications Based Selection (QBS).

You likely understand how the 68 teams are selected for the NCAA Division I men's basketball tournament. Each member of the Division I men's basketball committee evaluates a vast amount of information during selection process. Their opinions -- developed through observations, discussions with coaches, directors of athletics and commissioners, and review and comparison of data -- ultimately determine selections, seeding and bracketing.

Similarly, professional design firms should be selected through QBS. With QBS, professional service firms are evaluated on observations of the firm's performance, competence, innovation and understanding of the project's full scope.

To bet on the best firm to complete your next project, use QBS!

Click here for more information
What is QBS?

QBS is a proven step-by-step process that facilitates selecting the right professional design firm based on overall merit of their qualifications and design approaches. This creates a fair competition, and encourages creativity, innovation, and deeper thinking about the entire life-cycle of the project.

Click here for a video summary