

Sarah Fowlkes Urges Industry Professionals to Take Small, Consistent Actions That Drive Big Change

Sarah Fowlkes of New Braunfels, Texas, encourages professionals across the A/E industry to focus on simple, repeatable actions that create long-term impact.



New Braunfels, Texas May 11, 2026 ([IssueWire.com](https://www.issuewire.com)) - Sarah Fowlkes, Client Account Manager at Jacobs and President of the Society of American Military Engineers (SAME) San Antonio Post, is calling on industry professionals to rethink how progress actually happens in the architecture and engineering (A/E) space.

Her message is direct: meaningful change does not come from big ideas alone. It comes from small actions done consistently over time.

“A lot of people have good intentions,” says Fowlkes. “But the difference is in the follow-through. That’s where things either move forward or stall.”

Shifting the Focus From Big Ideas to Daily Actions

In an industry that often centers around large projects and long timelines, Fowlkes believes professionals can overlook the value of small, everyday behaviors.

She points to common patterns she has seen through her work with both federal clients and industry organizations.

“I’ve watched projects slow down not because the plan was wrong, but because communication dropped off or no one followed up,” she explains. “It’s usually something small that creates the gap.”

Instead of focusing only on long-term goals, she encourages professionals to build habits that support steady progress.

The Power of Consistency in Professional Growth

Fowlkes emphasizes that consistency is often underestimated. Whether it is attending industry events, following up with contacts, or staying engaged in conversations, repeated effort builds momentum.

“I can tell who’s serious by who I see more than once,” she says. “That’s how people start to trust you and remember you.”

Her experience with SAME has reinforced this idea. Many of the strongest connections she has seen were built over time, not through single interactions.

“It’s not one meeting that changes things,” she says. “It’s showing up again and again.”

Small Behavior Shifts That Make a Difference

Fowlkes highlights a few simple behavior shifts that can lead to meaningful results:

- Responding to emails or messages quickly to keep the momentum
- Following up after meetings, even with a short note
- Making an introduction between colleagues or partners
- Asking clear, focused questions in conversations
- Attending events with a specific goal instead of just showing up

“These aren’t complicated changes,” she says. “But they add up fast when you actually do them.”

She notes that many professionals already know what to do. The challenge is doing it consistently.

Supporting Small Businesses Through Everyday Actions

A key part of Fowlkes’ message centers on supporting small businesses. She believes many barriers in

the A/E industry can be reduced through simple actions taken by individuals.

“Sometimes all it takes is bringing someone into the conversation earlier,” she says. “That one step can open doors.”

Through her leadership at SAME, she has seen how small actions—like making a targeted introduction—can lead to long-term partnerships.

“I’ve seen firms go from no traction to being part of real projects just because someone made the right connection,” she explains.

Reducing Friction in a Complex Industry

In her role at Jacobs, Fowlkes works across teams and stakeholders. She sees firsthand how small inefficiencies can slow down large efforts.

“A lot of my job is removing confusion,” she says. “When people are clear on what needs to happen, things move faster.”

She believes this same approach applies across the industry. Clear communication, timely responses, and simple follow-through can reduce friction and improve outcomes.

A Practical Approach to Long-Term Impact

Fowlkes is not focused on quick wins. Her approach centers on building habits that support long-term success.

“If something feels overwhelming, break it down,” she says. “Start with one action you can actually complete.”

She encourages professionals to focus less on doing everything at once and more on doing a few things well.

“Progress doesn’t have to be complicated,” she adds. “It just has to be consistent.”

Call to Action

Fowlkes encourages professionals to choose one small action this week and commit to repeating it.

Whether it is following up with a contact, attending an event with purpose, or making a new introduction, she believes these steps can create meaningful change over time.

“Start simple,” she says. “Then keep going.”

About Sarah Fowlkes

Sarah Fowlkes is a Client Account Manager at Jacobs, where she supports Army and Air Force clients. Based in New Braunfels, Texas, she also serves as President of the Society of American Military Engineers (SAME) San Antonio Post. With a background in business development and a focus on relationship-building, she works to strengthen collaboration and expand opportunities across the A/E

industry.

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