AIA Peer Network

**Description**

*The AIA Peer Network is a program developed for the architectural profession and its leaders who recognize the need to sharpen skills, share experiences, offer advice, and learn from peers better ways to run a successful business. Members help each other tackle the day-to-day complexities of working in a time when the architecture industry is faced with many difficult challenges. Network members will share experiences and hard lessons learned over the years.*

*Each peer group is comprised of similar types of firms from diverse geographic locations who meet via phone conference monthly to share their wisdom and learn from each other ways to improve their operations and increase their bottom lines. Network members share and compare various types of information including strategic marketing strengths and weaknesses, dos and don’ts of the industry, pitfalls to avoid, and approaches and techniques that will help firms soar.*

**Expectations of You**

Each member commits to the program **for one year**. At the end of the year, individuals and groups will evaluate the effectiveness of the program and opt in or opt out for the next year. Each member commits **to attend and be fully present** on a one-hour monthly conference call. Each member agrees to maintain **the standard of confidentially** defined by the network group. Each member is held to **AIA Code of Ethics and Professional Conduct.**

**Expectations of the Group Moderator**

Each peer group will select a moderator on the first call in the event no one or more than one person volunteers on the sign-up form. We recommend those network members with skills in consensus building, persistence, past small group leadership experience and those with time to nurture the group volunteer to be a moderator. The moderator is responsible for collecting the 311 questions into an agenda and moderating the monthly "311" conference calls (see below for 311 description). The moderator is also responsible for reporting concerns and needs to AIA Peer Network Leadership Committee (such as requesting replacement members) and submitting a one-page annual report to the AIA.  
  
**How Groups are Formed**

Groups formed based on the criteria in the application: similarity in market, services, and methods of communications and diversity in experience and geographic location. Groups are composed of five AIA members. In order to ensure immediate value to all participants, groups will be formed when five AIA members have been identified and will be filled until the maximum is satisfied.

**311 + 911**

The network offers two ways to interact with the members of your group or larger network. "311" questions are submitted to the moderator for round-robin feedback on broad issues on the monthly conference calls. Time-sensitive "911" questions are sent directly from the member to the *entire group* via *email*. We distinguish between these two types of interactions to establish opportunity for immediate responses and balanced group time.

**First Meeting Packet**

1. Complete form data includes:
   1. contact info
   2. bio (get to know each other)
   3. other survey data (list of suggested topics to get started)
2. Agenda #1
   1. Verify contact information
   2. Select moderator, if needed
   3. Define confidentiality (asked the group to decide, list scenarios like documents, emails, word-of-mouth to cover)
   4. Decide how to create agenda.
   5. Round robin to introduce your business – something that works, something that does not. Comments at end of all.
3. Agenda #2
   1. Member presentation on business
   2. one person shares at first meeting problem - round robin response

**Annual Report/Survey**

* Monthly or Annual Reports will include the following:
* What have you learned?
* What works and what doesn’t work.
* Tell us the good, bad and ugly.
* Is this group beneficial?
* What experiences have you learned that you can communicate with others?
* Do you know of others who would like to join the AIA Peer Network?
* How do we market the program to the AIA overall?

**Sign up Form**

1. Contact Information
2. Bio
3. Market + Services
4. Geographic Locals Served, Size, Offices, Sales, experience
5. Preferred volume and method of communications
6. Interested in serving as a leader?
7. Agree to Expectations doc
8. Signature Line

**Resources**

**Organizational Peer Review**  
<http://www.aia.org/aiaucmp/groups/ek_members/documents/pdf/aiap016456.pdf>

*Organizational Peer Review (OPR), a joint program of the AIA and the American Council of Engineering Companies (ACEC), is an objective, confidential review of your firm's policies and procedures and their implementation.*

**AIA Code of Ethics and Professional Conduct**  
<http://www.aia.org/aiaucmp/groups/aia/documents/pdf/aiap074121.pdf>

**CRAN Local Toolkit**

<http://network.aia.org/resources/viewdocument/?DocumentKey=0ecaea92-91cb-4bc6-8f78-6dc79841c1d7>

**Skype – Free Calling and Teleconferencing**

<http://www.skype.com/en/>

**Doodle – Free Scheduling Software**

<http://doodle.com>

**Free Conference Call**

<http://freeconferencecall.com>