SFRT - APP Kick off meeting

Atlanta - June 30th 2013

79% of American firms have less than 10 ppl Facilitate the connection between KC's

Book

Architects-Professional-Practice-Manual

ON KNOWLEDGE NET

Jim Franklin - author

Today's Meeting Goals (BF)

1. Build APP team

2. Establish reasonable expectations

3. Review content material

4. Draft Table of Content

5. Refine content to be included in each section

6. Develop APP organization

BOOK

Current Practices in SMALL FIRM MANAGEMENT:

An Architect's notebook

By James Franklin

CAREER ADVANCEMENT - LICENSURE

Break out group notes

Jeff Rosenbloom

Bill Witlock

Justin Patterson

Jean Dufresne

1. Mentorship

Form, guidelines, something to structure to mentoring experience (JR)

IPD as the basis (BW)

Discussion about internal office advancement - climbing the ladder (JR)

Using IDP as a tool to encourage a well rounded architect

Boston Society of Architects - Mentorship program at lunch

5 Young professionals go to lunch at a local firm and meet with principals

Young generation not all seeking licensure

Some firms do not encourage it

Mentee - seek out what you need and missing in your development

Mentor - use the diversity in training to retain and get more out of our

investment, keep them motivated

Mentoring is good and must be good for the employer and for the employee

Bill W notes:

Mentoring Career Advancement Value of Licensure

The Franklin document was too weak.

It needs more practical and applicable materials.

Very vague

It is TWO sided issue both from the young professional and from the business management

ESTABLISH GOALS – CLEAR PATH - establish and document.

Licensure as a goal IDP – could be used as an establishment of standards (or a start)

• Mentoring – must be good for both the mentee and mentor

• Mentee-side to Seek out mentorship within and outside of firm (IDP standard) o Create goals • Mentor –side, emphasize growth. If you want to retain good employees you must invest in them • Mentoring programs o Establish systems o Template for review and comments • Licensure o Concern that not valued in schools Licensure MAY not want to be its own topic. It may live better split into Career Advancement and Advancement of the Profession

REGROUP - Discussion of results from Break Out Groups Led by Brian Frickie "Learning what everybody else thinks"

Section 1

Advancement of the profession (YAF) / Making Projects (Franklin) Chris Rose, Jane Frederick

1991 marketing not so good

We now have web, email, twitter, houzz, etc.

Disconnect with the book and today's environment

Connect with Repositioning team at AIA

Outline is workable

Such more content out there today

We need to be talking to web base marketing, photography, etc.

Things to add:

best practice and current business model

website, email, etc

marketing is about relationships, blogging (indirect marketing)

RFP's and various differences in market

Need a larger step back

Who are you marketing to, what are you marketing

Need to discuss collaborations

Tools and methodology needs to be updated

Look at firm examples and see what they do for marketing

Contracts - taken from the Franklin "Design" section

Reference it in Section 4 - Starting a firm

Contracting tips...

Section 2

Career Advancement (YAF) / Licensure (Franklin) Jeff Rosenbloom, Bill Whitlock, Justin Patterson, Jean Dufresne

Emphasis on goals - promoters of advancement and seekers of advancement

Having standards to help pursue those goals

Using IPD as the standard, benchmark

Value of Licensure

Competitive

Should not limited to IDP

Young Architects (Brad from YAF) - focus on well rounded architects, don't just focus on IDP (Intern development) Young architects are seeking a clear path to advancement, and the support to achieve it.

It’s hard to mentor someone if they do not know where they want to go - GOAL (JR) Value of licensure is related to value of the profession as a whole in the eyes of the public (BF) Licensure should be one goal, but we should also focus passed that (Brad) YAF are already licensed professionals - why is this important to them? (BF)

Section 3

Doing Projects - Part 1

Jane Frederick, Brian Frickie

Topics good

Adding:

What part of the project do you want to do and how do you go about doing it.

Executing projects - Part 2

A collection of spreadsheets

Shop drawing log

Site visit report

Etc.

Section 4

Starting your own firm

Leonard Kady, Brad (YAF)

Practice based business vs Business based practice

APP will speed up learning process of starting own firm

"Do I have the right stuff to do this"

Complementary strength in business model/structure

Most useful things would be tools for start ups

Jumping off tools

How do you learn the financial side when its all kept so secret

Example - buying insurance

Insurance company

AIA trust as a resource

A little light on technology

Brad - YAF - We need to scale down the information for tart ups

Where do you get seed funding

What is a good budget to start with

Sample, simple budget/account spreadsheet

Written by and for architects

How do you grow...going about hiring employee #1

When do you decide you need and can afford someone

Provide benchmarks - year 1, 3, 5, 10...

Maybe do it as a Case Study

explain the parameters used to make the decisions

Section 5

Value of Design

Fred Bamesberger, Jeff Ferweda

Design portion well set up

Add:

Collaboration topic

Sustainability

Last section diverts to legal and contracts - not necessarily applicable to the "Design" section, maybe switch to another section - Maybe move to Section 4 - Or to Doing the Project Section 1

Legal should be included

Negotiating the fee with the client

What do you plan on providing

Implies the start of the conversation on design and services

Section 6

Economy and Change (YAF) / Managing the Future (Negotiating the Future) Jane Frederick

Awareness

How to projects/recognize trends

How to innovate and take advantage of the trends

How to evaluate risks in following trends

Firms characteristics

Studio organization

Case study

Architect characteristics

Specialized

Broad field

Client types /Project types

Strategic planning

Goal setting for firm

5 year plan, 10 years, etc...

Value of licensure...must have it to start firm

Closing comments - Day 1

Keep things balanced - from section to section

maintain consistent density

Parts of the book have aged better than others

DINNER!

DAY 2

Atlanta - SFRT APP

July 31st 2013

Loews Salon G

Greg taking notes and summarizing actions/discussion on boards

SMALL GROUP BREAK OUT / LARGE GROUP DISCUSSION Name/Title of section:

SECTION 2 - CAREER ADVANCEMENT

Sub Topics

Newbies / Mid-Career professionals / Seasoned professionals

Individual

Firm

Profession

Community

Entry point - post graduation, entering the profession

Establishing Professional Goals - setting career targets

Pathways - What do you want to do

Firm participation / support / philosophies

Understanding firm philosophies

Tools to achieve goals

Mentoring / Apprentice

Licensure - a key to opportunities

Leadership training

Partnership / Firm ownership

Retirement

Latest edition of Handbook - Chapter 15

The career paths of architects

Soft skills

Leadership skills

Continuing education

Meyer Briggs - knowing yourself - your weaknesses and strength

IDP - NCARB

Social involvement

NEXT STEPS:

1. Set milestones

2. Seek out experts

3. Work on CONTENT!

4. Synthesize material

5. Bring content forward and make it relevant

YAF

2014 focus on Career Advancement

Josh Flower

"Change: Connect Your Career"

Connect young architects to knowledge communities of the AIA









