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AIA

Practice Management Digest

News & Best Practices from the PM Knowledge Community

Features

Letter from the Editor
By Donald Simpson, AIA, LEED® AP

"Advancing the Practice of Architecture" This issue of the Practice Management Digest introduces the new Strategic Plan for the AIA Practice Management Knowledge Community. Our mission is to discover, generate, organize, and share insights, resources, and tools that enable architects to practice more effectively. Our Vision is to serve as the essential resource for advancing the practice of architecture. This issue includes updates on progress for a number of strategic initiatives:…Continue Reading

Practice Management Knowledge Community Strategic Plan
"Advancing the Practice of Architecture"
By PMKC Advisory Group

The members of the PMKC Advisory Group developed a strategic plan for our Knowledge Community to provide clear direction for our efforts. Our Mission is to discover, generate, organize, and share insights, resources, and tools that enable architects to practice more effectively. We have a attached a copy of the plan and look forward to working with you in Advancing the practice of Architecture. …Read Strategic Plan

AIA Practice Management Knowledge Community Conference at The 2010 AIA Minnesota Annual Convention and Product Exposition
By PMKC Advisory Group

AIA's Practice Management Knowledge Community (PMKC) is proud to be collaborating with AIA Minnesota to bring you a diverse and inspiring program that will give architects new insights, practical knowledge and useful practice tools. As part of PMKC's mission — to discover, generate, organize, and share insights, resources, and tools that enable architecture firms to practice more effectively — we have attracted some of the nation's best speakers to present a series of seminars on marketing, strategic planning, collaboration, leadership, and IDP. And be sure not to miss our Practice Management Roundtable, hosted by the 2010 PMKC Advisory Group, for an exciting exchange of practice insights. For a listing and schedule of the programs …Continue Reading

Practice Management 102: Balancing Design, Client Satisfaction, Profitability, and Risk Management
By Ray Kogan, AIA, Cliff Moser, MSQA, AIA, LEED® AP, and Michael Strogoff, FAIA

At the 2010 AIA National Convention in Miami, three members of the AIA's Practice Management Knowledge Community Advisory Group conducted a half-day workshop entitled Practice Management 102. The workshop was intended to provide practitioners with a focus on balancing marketing, client leadership, profitability, and risk management through a beyond-the-basics overview of best practices in core areas of firm management: strategic planning, firm management, business development, client management, quality control, financial management, and leadership development. …Continue Reading

What Do I Keep? Guidelines for Implementing or Updating Your Document Retention Policy
By Josh Flowers, AIA, Esq.

Most design professionals struggle from time to time with issues related to document retention. In the effort to complete a project on time and within

budget, it can be chall enging to find time to file important project records so they are readily available once the project is completed. Even if project files are in order, it can be difficult to determine what files to keep and how long to keep them. A helpful guideline may be to determine which documents should be kept permanently, which should be kept for a designated retention period, and which can be discarded. …Continue Reading

Complying with State Licensing Requirements for Architecture Firms
By Rick Randel

Most people understand that an architect must be licensed in every state where he or she practices. Many people do not realize, however, that an architecture firm must also be licensed in every state where the firm practices. And when I say "practices", I mean even submitting a proposal for a project in that state. If you are not in compliance with the firm licensing requirements at all times during the life of a project, it can be impossible for you to recover payment from your client. …Continue Reading

Getting Paid By Getting Tough
By Joseph H. Kasimer

In this difficult economy, there is no shortage of excuses for nonpayment of architectural or engineering services. After all, the economy is stagnant, financing for developers has dried up, projects are being shelved, and cash flow is poor. It is little wonder that collection of receivables for design professionals, particularly in the private market, has become a major challenge. …Continue Reading

Integrating Project Management and Design Leadership
By Douglas R. Parker, AIA

As architects, we are drawn to our profession with the lure of being part of a creative process and the opportunity to design great projects. We spend significant time and energy developing rigorous design processes to ensure unique and thoughtful projects. The management of these projects, however, is a secondary thought at best, often a necessary evil of doing work. As a result, many clients do not believe that working with architects is a positive experience, nor are they particularly satisfied with the delivery process, regardless of the outcome. …Continue Reading

Social Media's Most Wanted: Experienced Architects
By Joy Davis, CSI, CDT

Understand this about social media: it is insatiably hungry for information. This is great news if you're a little gray around the ears, because you have the richest, juiciest information of all – the stuff that come from real experience. Your favorite war stories from job sites, scenes you witnessed in meetings with owners, questions you've answered for interns – all of it can help you build a reputation for you and your firm online. Think of social media platforms like Twitter and LinkedIn as tools that help you build that reputation by making it easy for you to share what you know. …Continue Reading

Upcoming Events

2010 Webinar Series
Business Development: How to Succeed in the New Economy
By Richard Friedman
Thursday, October 21, 2010 | 10:00 am Pacific / 1:00 pm Eastern

One of the biggest challenges architecture firms face is maximizing returns from business development (BD) initiatives. Given the challenging economic landscape and fierce competition, it's imperative that firms engage as many staff as possible in BD. But to successfully develop a BD culture, a number, misperceptions need to be debunked. There is no "one size fit's all" BD mold - a fundamental concept that's the foundation to this interactive workshop.…
Save the Date. (More information later)

AIA Practice management Knowledge Community Conference at The 2010 AIA Minnesota Annual Convention and Product Exposition
November 2-5, 2010

To register please visit the AIA Minnesota website

Resources

AIA Practice Management Knowledge Community Web Page

AIA Practice Management Knowledge Community Best Practices

AIA Practice Management Knowledge Community LinkedIn Group

AIA Practice Management Knowledge Community AIA KnoweldgeNet Site

Provide Feedback

Practice Management Digest

We are developing an Editorial Calendar for the Digest that focuses on our mission of enabling architects to practice more effectively. Please provide your input to the following short survey to help us focus on what is most important to you. ...Take Survey

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