



DRAFT YAF SUMMIT20 Outcomes
STARTING YOUR OWN FIRM

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Introduction

Definition of Topic (written for an architect to understand): *Young Architects seeking to start their own firm need a practical view of what can and must be done to start an architecture firm from scratch. The topic will review what a new firm needs to be successful, what existing firms do to expand and transition their ownership, and what criteria current owners would likely consider for future owners.*

Definition of Topic (written for a non-architect to understand): (Same)

Why is this topic important to Young Architects? – *Young Architects need the knowledge to make important and timely decisions regarding their professional goals and development. Imagine this: You are a young architect who has grown from an intern who executed the tasks assigned to you into a competent professional capable of obtaining and designing some of the firm's most prestigious projects. You have been named an Associate in the firm, although you are not quite sure what that means. You -- like many young architects before you -- have begun to ask yourself the decisive question: "What does it take to get to be Partner around here?"*

Why is this topic important to the AIA? – *As both "the resource for its members" and an organization which "empowers its members", the Institute has an obligation to deliver those resources which empower its members to be successful in their chosen profession.*

Impacts

Individual

1. Freedom
2. Self-satisfaction
3. Financial gain & investment
4. Timing & flexibility

Firm

1. Competition
2. New employment opportunities
3. Resources
4. Ethical Practices
5. Identity / Firm / Design Philosophy
6. Capital Loss

Profession

1. Affording membership to AIA



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2. Community Involvement
3. New diversity of interests
4. Increased networking needs
5. New practices (smaller & agile)

Community

1. Fresh ideas / perspective
2. Community Involvement
3. Create new public perception of the profession
4. More design accessibility

Outcomes

Individual

1. Ability to realize one's own goals and interests
2. Greater ability to affect the work-life balance

Firm

1. Greater chance of survival for new startup firms
2. Greater realization between effort and financial and professional rewards

Profession

1. Create community & infrastructure within AIA that embraces & supports startups
2. Greater chance of survival for new startup firms

Community

1. Greater access to pro-bono design services
2. Greater degree of community engagement and involvement from new firms

Actions (rank in order of importance per time frame; the more ideas you have the better! We will vet the ideas as a group once each team completes this form)

Short Term (1-2 Years)

1. Establish a clear portal on the AIA YAF website featuring resources for *Starting your Own Firm* for AIA members only.
 - a. Does this relate to an individual, firm, profession, or community outcome from above? *individual, firm, & profession*
 - b. How does a young architect benefit from this? *YAs find out what can and must be done to start an architecture firm from scratch.*
 - c. How does the AIA benefit from this? *Increased membership*
 - d. What are the steps to implement this action? *(the more detailed the better)*
 - i. *Gather relevant information and material from authoritative sources*
 - ii. *Ask AIA members to author additional material where needed*
 - iii. *Organize into logical framework for presentation*
 - iv. *Establish website under AIA YAF subpage*
 - e. How can this action be supported at the Local, State, and National Level? *National only*
 - f. Are there any metrics to measure the success of this action? *Hits to webpage*



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2. Establish a New Firm database (associated with the *Starting your Own Firm* portal) to track new firms
 - a. Does this relate to an individual, firm, profession, or community outcome from above? *individual, firm, & profession*
 - b. How does a young architect benefit from this? *Comparison to other similar new firms*
 - c. How does the AIA benefit from this? *Metrics on new firms – national, regional, state*
 - d. What are the steps to implement this action? *(the more detailed the better)*
 - i. *Develop quantitative criteria for metrics analysis*
 - ii. *Establish database to track metrics*
 - iii. *Publish yearly updates*
 - e. How can this action be supported at the Local, State, and National Level? *National only*
 - f. Are there any metrics to measure the success of this action? *Number of firms enrolled initially and subsequent numbers*
3. Establish a webinar series on Starting your Own Firm
 - a. Does this relate to an individual, firm, profession, or community outcome from above? *individual, firm, & profession*
 - b. How does a young architect benefit from this? *YAs find out what can and must be done to start an architecture firm from scratch.*
 - c. How does the AIA benefit from this? *Increased membership*
 - d. What are the steps to implement this action? *(the more detailed the better)*
 - i. *Solicit partner management firm for presenters and expert knowledge & material*
 - ii. *Develop topics for scheduled seminars with partner firm*
 - iii. *Deliver seminars on a set schedule throughout the year*
 - e. How can this action be supported at the Local, State, and National Level? *National only*
 - f. Are there any metrics to measure the success of this action? *Number of webinar registrations, fees collected*
4. Sponsor seminars and workshops at Convention on Starting your Own Firm
 - a. Does this relate to an individual, firm, profession, or community outcome from above? *individual, firm, & profession*
 - b. How does a young architect benefit from this? *CEUs, YAs find out what can and must be done to start an architecture firm from scratch.*
 - c. How does the AIA benefit from this? *Attendance to Convention*
 - d. What are the steps to implement this action? *(the more detailed the better)*
 - i. *Develop topics and solicit presenters*
 - ii. *Respond to Call for Submissions*
 - iii. *Upon being selected, work with presenters to refine presentation*
 - iv. *Present at Convention*
 - e. How can this action be supported at the Local, State, and National Level? *National only*
 - f. Are there any metrics to measure the success of this action? *Selection of presentation, attendance, and ratings from evaluations*

Medium Term (3-4 years)

1. Establish an architecture firm startup incubator competition
 - a. Does this relate to an individual, firm, profession, or community outcome from above?
 - b. How does a young architect benefit from this?
 - c. How does the AIA benefit from this?
 - g. What are the steps to implement this action? *(the more detailed the better)*
 - i. *Research similar programs within other business groups and organizations*
 - ii. *Establish competition criteria and benefit package*
 - iii. *Solicit sponsor organizations and gifts-in-kind*
 - iv. *Roll out program*
 - v. *Select firm*

