

AIA Communications

to Wemette, Catherine

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AIA Change Network Update

Dear Change Network Colleagues,

Since we were last in touch at the end of September, the Change Network has been making good progress in the areas we addressed at that time – connecting more members and stakeholders through social media, exploring firm culture from a variety of views, and working to change the conversation around architecture as a whole. It's truly inspiring to see, and I'm grateful for the time and effort so many of you have already graciously shared. As we move forward we're creating additional ways to get involved and I hope you'll consider sharing your time with these efforts as well.

Let's talk practice: A discussion on Influence & Prosperity

Influence is defined as the ability to impact outcomes in a compelling way prior to enactment. Prosperity is defined as a measure of economic or social aspirations that can be achieved without compromising the ability of others to achieve theirs.

The Influence & Prosperity Group is inviting all architects in a dialogue on enhancing Influence and Prosperity for all those who love the architecture profession and want to see it thrive. Through the capability of the Change Network, the intent of the Group is to have a discussion about a new covenant for architects. This can happen over drinks or dinner or be more formal at the firm or component level. Many colleagues have already had successful conversations, using the resources referenced below, in existing AIA sessions, "town halls," and informal conversations.

Our hope is that the collective outcomes and insights gathered from these conversations will drive concrete actions we can take on to further expand the Influence and Prosperity of our profession. A colleague from the Culture Collective will be following up with you soon to answer questions and clarify how you can contribute. We will also encourage you to pass this along to anyone who you think would be interested in participating in this dialogue and survey, including those who are not members of the AIA.

The discussion guidelines can be found [online here](#), and the follow up questions are [available here](#).

The Future of Architecture – An Important Conversation

What is it we think we as architects are selling? Can we effectively market ourselves as experts on the relationship between human beings and built environment? Should we? These are key questions rooted in the following premise:

“We agree that the time is now to change the way we think and behave. We can elevate public awareness by learning how to speak the public’s language, advocate for the profession by giving members clearer ways to explain the value of what they do, and expand and share knowledge by leading an effort to discover and codify these approaches to effectively engaging those outside of the profession.” *Group 7 seeks committed volunteers to engage in an intensive 3 month investigation of whether the relationship between humans and the built environment could illuminate a stronger place for the profession.* Help to debunk, or confirm, an idea that might lead architects (and the AIA) to change the focus of our education, our understanding of who we are and how we represent ourselves to the public.

For more information, please review the [premise of the group](#) and email Mike Mense, FAIA at mike@mmense.com.

Over the last several months, we have been learning that these kinds of discussions can make a significant difference in sparking insight, clarifying action, and making a true difference for our profession. Please join us. I look forward to talking with you soon.

Regards,
Stuart

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