

## Welcome AIA Connecticut Chapter Members

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The AIA Chapter Staff has put on quite a show today - congratulations

The speakers have been excellent and the exhibitors have great information to share – the keynote speaker in the AM, Jenny Sabin, was Mind-Blowing

I am pleased to have been asked to stand in for a group that was not able to participate today and look forward to your ideas and comments.

## Sharing Ideas on an Age Old Issue

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? What's foremost on the minds of architects and interior designers

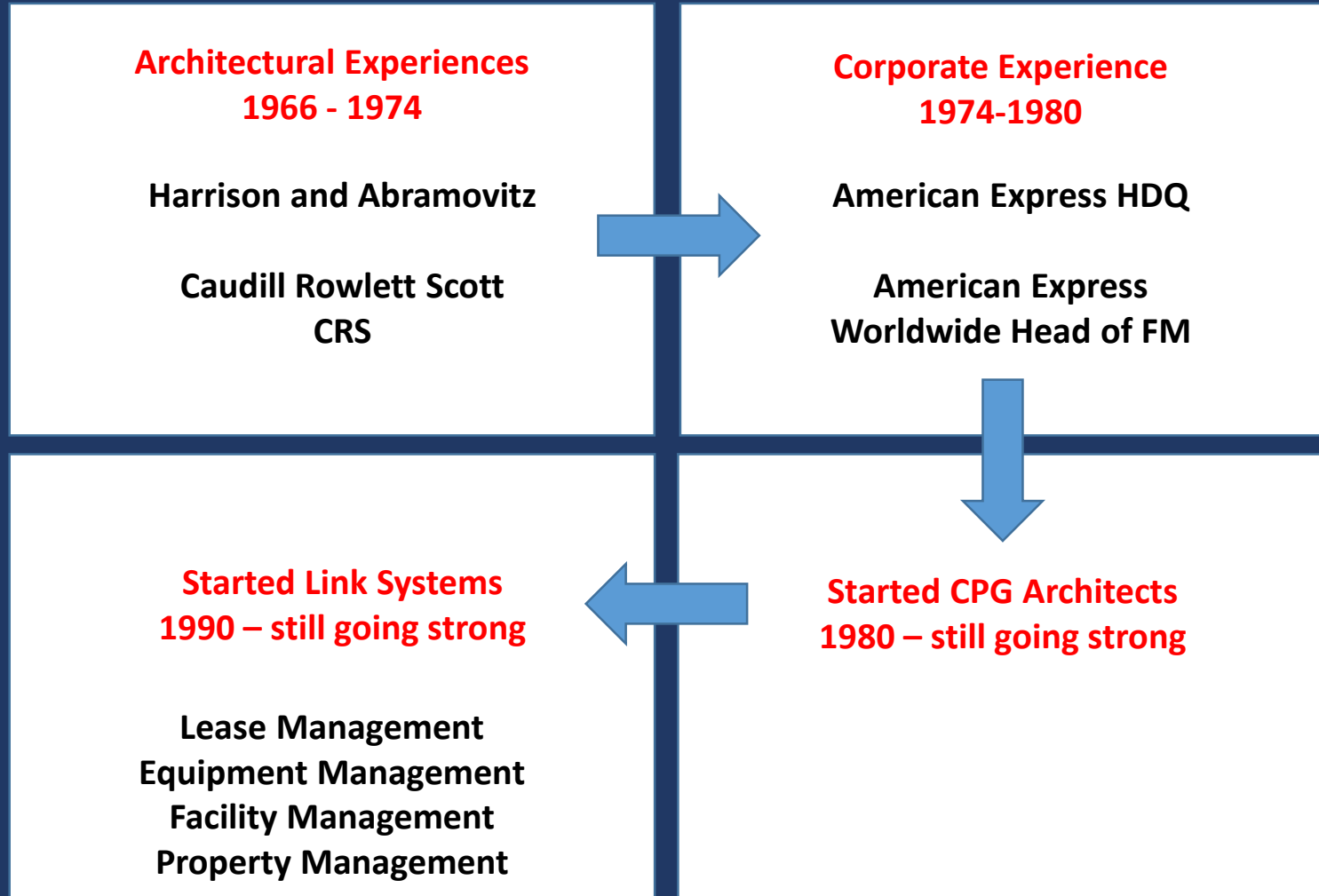
? What's foremost on the minds of architecture and interior design  
firm management

**Are you surprised both groups are looking for the same thing?**

**How do we make more money!**

**Doesn't it then make sense that employees and firms should work together toward a common goal?**

# My Reverse Bucket List



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Caudill Rowlett Scott Architects  
American Express

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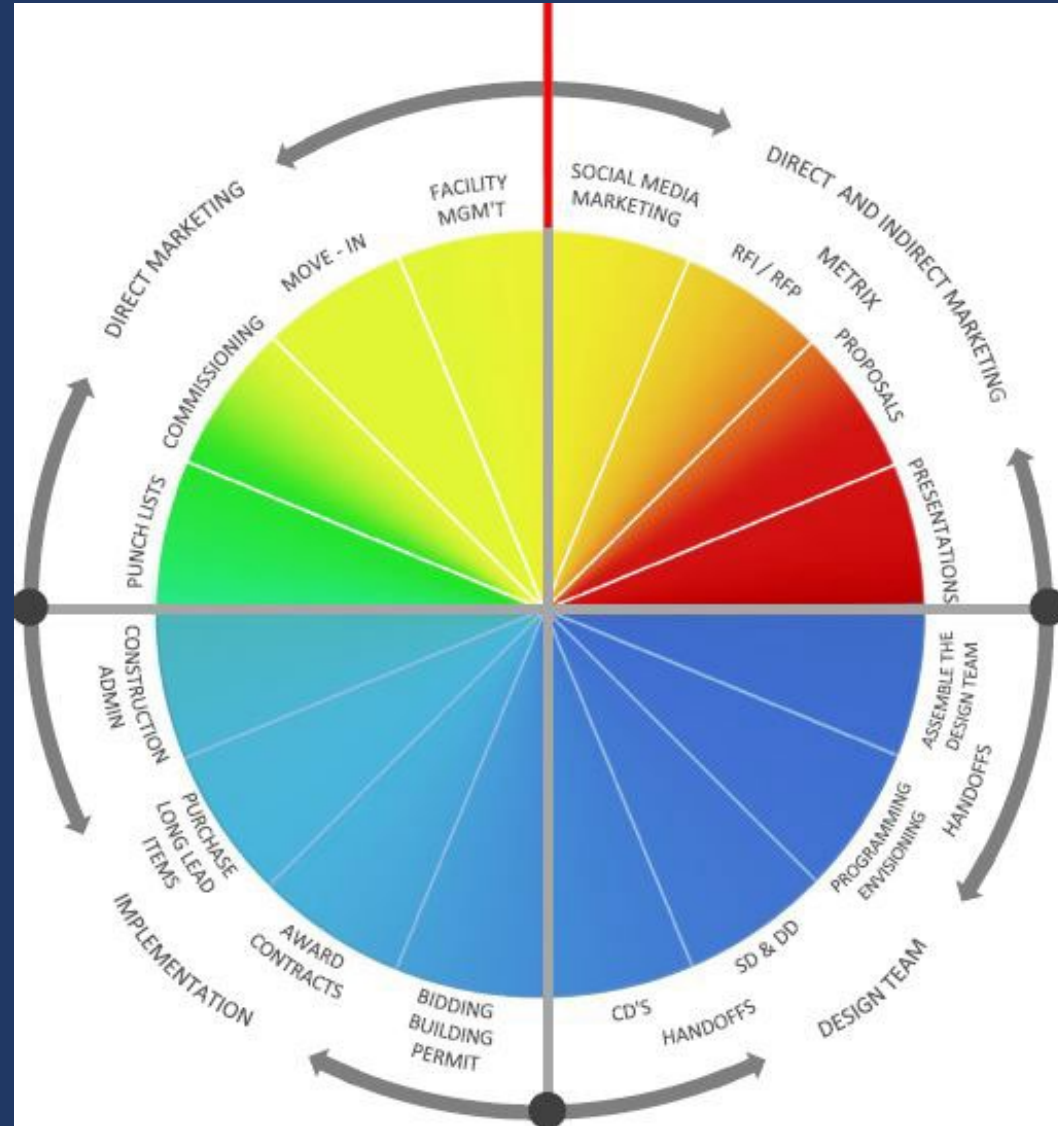
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# Building a Brand



## Where did the Profit Go?

3S

1

**Not being ready for the  
RFI / RFP**

2

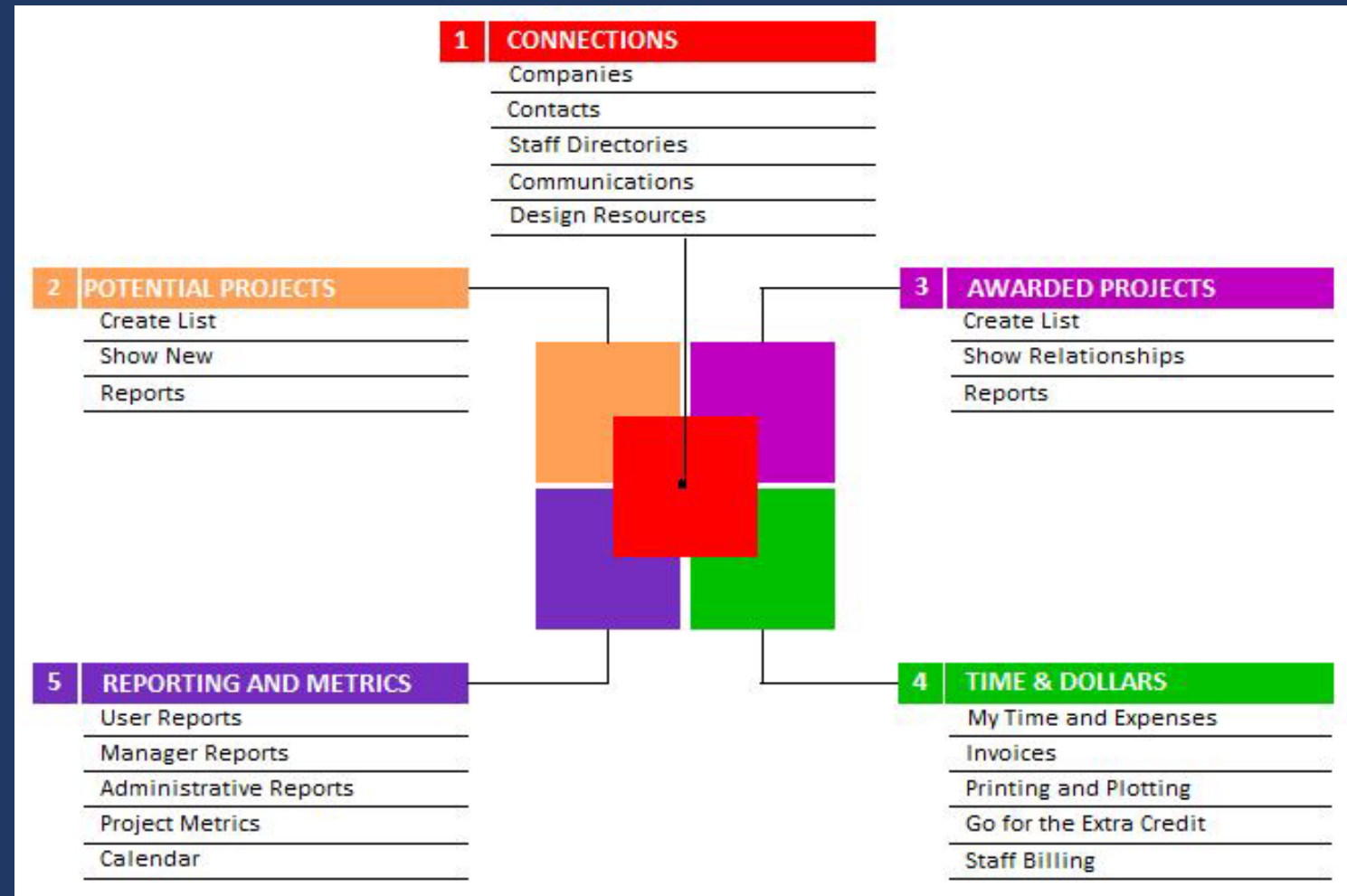
**Sloppy Handoffs  
“redoing work  
previously done –  
Connstep”**

4

**Marketing  
“not taking advantage of  
free marketing”**

3

**Monthly Invoices  
“not getting them out  
fast enough-cash flow”**





## Opportunities for both staff and management

3S

1

**Salaries**

2

**Benefits**

4

**New Opportunity for  
Sharing when Company  
GROWS**

3

**Profit Sharing**

## Suggested Speaking Topics with Schools and Architectural Firms

Life after Open House

Strategic Partner vs Vendor

After you sign a contract, file it away and do the right thing

Empower your employees to make decisions

Re-invent yourself every day

### 1. Students in Schools

- Blending professional practice concepts throughout all years – not just in the last semester of the last year  
*RFP, Proposals, Budget, Schedule, SD, DD, CD, Bidding, CA, Punch List, Systems Training, Move in, Employee Comments, FM*
- Planning for your job search needs start before you graduate
- Summer jobs are important
- Elective courses to take

### 2. Starting out in a firm

- Best way to move up the ladder
- How to make more money
- Indirect marketing
- Helping the firm be more efficient

### 3. Starting your own Firm

- Marketing
- Presentations
- Staff policies
- Finance - Etc

### 4. Creating more Profit for your Firm

- Improving work flow
- Improving "handoffs"
- SAAS services
- Working with Consultants
- "When you know more you earn more"

### 5. Tips in Managing the Work Process

- Contracts / Consultants
- Schedules / Budgets (a better way)
- Team development
- Managing time
- Handoffs – internal and external

### 6. SAAS – Importance of providing Subscription Services

- Life after open house
- Lease Administration
- Facility Management
- Maintenance
- Building Owner – tenant space management

### 7. Know your Metrics

- Firm metrics
- Project metrics
- Staff Metrics
- Product metrics
- Consultant metrics
- Vendor metrics

### 8. Co-Opetition – working with firms you sometimes "cooperate with" and sometimes "compete with"

- Realtors
- Owners Reps / Project Managers
- Furniture Dealers

### 9. Having bad ideas may not be so bad – trying new ideas is what's important

- Blueprint for Savings
- Template for "The perfect RFP"
- Standard Professional Document

### 10. Two Important Books

- *Co-Opetition* – by: Adam Brandenburger - firms you sometimes cooperate with on a project vs. the same firms you compete with for new work
- *Made to Stick* – by: Chip and Dean Heath - Why some ideas survive and others die

### 1. Corporate RE and Facilities Groups

- Preparing RFI's and RFP's – setting the scope
- Selecting the team / interviews / presentations
- Setting "strategic partner" goals
- Negotiating a contract both groups can live with
- Determining the right scope / budget and schedule
- What's the best implementation process
- Documenting the "handoff process"
- Documenting accountability throughout all Phases
- Client checklist during bidding and CA
- Punch List protocol
- Move management – employee orientation
- Setting internal team goals – for advancement

### 2. Building Owners / Realtors (Getting Tenants in Faster)

- Getting ready for tenants
- Proposals
- Negotiating the deal
- Lease Negotiations
- Lease Administration for tenant
- Tenant deliverables after occupancy
- Maintenance management