Do I Need to Be Mr. Krabby?

A Primer on Finance & Negotiations

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Key Takeaways

✓ **How can you protect Profit and Scope?**
» Begin with a strong alignment of expectations
» Define levels of service (Doric / Ionic / Corinthian)
» Provide a clear roadmap for project execution

✓ **How do you Identify and Achieve profit?**
» Set clear boundaries and communicate them to your team
» Gross − Profit = Expenses (not Gross − Expenses = Profit)
» Clearly communicate scope changes and the resulting additional services
» Workshop scope creep / additional services with staff
» Use the RCRQ framework for AI prompts

✓ **How can you Manage Risk in the Field?**
» Understand the dynamics of the Owner−Construction Agreement
» Consult with legal counsel
» The most effective way to protect your design is to provide Construction Administration services.
» Don't give away your copyright! Just because someone buys a book does not mean they own the copyright.

Resources / Links

- [Mentimeter Results](#)
- [Profit First](#)
- [Your Next Five Moves](#)
- [E-Myth Revisited](#) | [YouTube](#)
- [R-C-R-Q Framework](#)

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