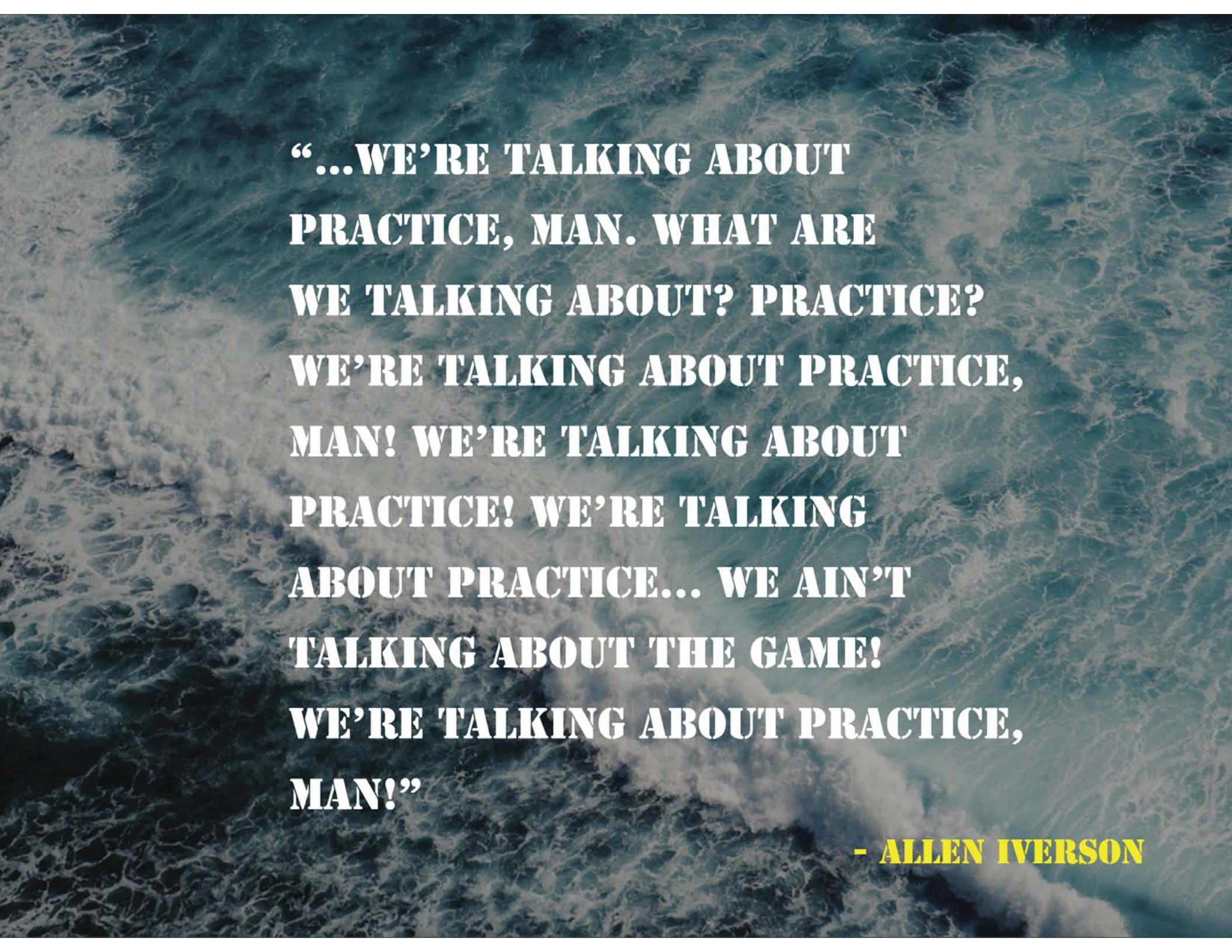


READY, SET, GO!

**Taking the big
leap toward
starting a new
practice**



**Identify key
decisions and
techniques
needed to begin
a new practice**

An aerial photograph of the ocean with white-capped waves breaking. The water is a deep teal color, and the white foam of the waves is prominent. The text is overlaid on the center of the image.

**“...WE’RE TALKING ABOUT
PRACTICE, MAN. WHAT ARE
WE TALKING ABOUT? PRACTICE?
WE’RE TALKING ABOUT PRACTICE,
MAN! WE’RE TALKING ABOUT
PRACTICE! WE’RE TALKING
ABOUT PRACTICE... WE AIN’T
TALKING ABOUT THE GAME!
WE’RE TALKING ABOUT PRACTICE,
MAN!”**

- ALLEN IVERSON

FORMING YOUR VISION

*philosophy
qualities
planning*

KEY DECISIONS



naming the practice
becoming a legal entity
office space

relationships

expertise

time

**LEVERAGE
EVERYTHING**

FIND WORK

PUT OUT
GET OUT
NURTURE
EXPERIENCE
CONTINUE



Be nice, please.

FIN



Starting Small: Best-Practices + Business Development for Small Firms

Friday, June 29, 2018: Workshop One

Christopher Warren, AIA - Founding Principal, WORD

"READY, SET, GO: Taking the big leap toward starting a new practice."

Objective: This course will identify key decisions and techniques needed to begin a new practice.

1. BIO

2. PRACTICE

- a. "...we're talking about practice, man. What are we talking about? Practice? We're talking about practice, man! We're talking about practice! We're talking about practice... We ain't talking about the game! We're talking about practice, man!" - Allen Iverson

3. FORMING YOUR VISION / FINDING YOUR POSITION

- a. PHILOSOPHY
 - i. How do you see architecture? And how do you talk to others about it?
- b. UNIQUE QUALITIES – what sets you apart?
 - i. This can be design, method of service, ingenuity, project delivery
- c. BUSINESS PLAN
 - i. Marketing outline
 - ii. Set goals for a few years out, with incremental steps along the way. Keep it short, allow for flexibility
 - iii. Prioritize – what needs to be done now, vs. what is a luxury item that can be addressed later? (see below for “don’t reinvent the wheel”)

4. KEY DECISIONS

- a. GIVE YOUR PRACTICE A NAME
 - i. Naming – very important and can be very aggravating
 - ii. Google your name, business name, use the internet, use common sense
- b. SET UP A LEGAL ENTITY – speak with lawyer, accountant, etc.
 - i. S-Corp vs. LLP vs. Sole Proprietor – fees, responsibilities, state laws, filing with Secretary of State, preparing legal paperwork, agreements between partners, shares, etc.
- c. OFFICE SPACE
 - i. Office space – location, affordability, expandability

- ii. Furniture, computers, printers, software, IKEA

5. LEVERAGE

- a. EXISTING RELATIONSHIPS
 - i. Seek advice from others
 - ii. Seek mentorship from those with more experience
 - iii. Peer advice
 - iv. Ask for help
 - v. Leveraging those relationships to forge new relationships
 - 1. referrals
 - 2. references
- b. BE AN EXPERT
 - i. In something specific
- c. LEVERAGE YOUR TIME and others' expertise – don't feel the need to do everything
 - i. Bookkeeping, drafting, IT, business development
 - ii. Marketing: social media, web, blogging
 - iii. If something works, let it be – don't reinvent the wheel when it comes to tasks such as production work. If there is a software or a process that is an industry standard, and does not affect your vision, don't take the time to try something else. That's for later.

6. FINDING WORK

- a. PUT OUT (YOUR NAME!)
 - i. Research projects
 - ii. Competitions
 - iii. Online publication
 - iv. Teaching
 - v. Volunteering
 - vi. Speak, write, make noise, be a squeaky wheel
- b. GET OUT THERE
 - i. Alumni groups
 - ii. Networking, socializing, being active in a community (real neighborhood or specific groups)
 - iii. If you're not comfortable, find someone who is
- c. NURTURE RELATIONSHIPS: clients, consultants, contractors, realtors, landlords
- d. EXPERIENCE: Different manners of gaining experience in the architectural field

- i. Design
- ii. Process
- iii. Real World process (plan check and permitting)
 - 1. Plan check
 - 2. Construction and on-site work
 - 3. Collaboration
 - a. Architect of record / Design Architect / Concept Design
 - b. Consulting – branding, concept formation
 - c. Client advisor
 - d. Project manager
- iv. Continuing education, working methods and project delivery

7. BE NICE

- a. Don't burn bridges
- b. Realize that a good professional relationship can translate into future work
- c. Share ideas, share experience, share knowledge
- d. Simple dialogue can lead to great educational moments