



BUILDING RESILIENCE.

SEPTEMBER 25, 2024

AIA TRUST WEEK

EVOLVING AND GROWING YOUR FIRM



**THIS PROFESSION.
FIRM DESIGN.
RESILIENCE.**



ACKNOWLEDGEMENTS

CORE KNOWLEDGE AREAS: PROFICIENCY

- DESIGN
- TECHNICAL EXECUTION
- MANAGEMENT
 - ORGANIZATIONAL
 - FINANCIAL
- MARKETING

‘As individuals progress through their careers it is apparent that interests and abilities within an office tend toward a form of specialization based on core knowledge areas.

Rare individuals exhibit the ability to move across all knowledge areas, most become proficient in one or two areas of practice development.

Obviously those who are more agile either direct their own practice or lead large offices, those who become more specific in their interests are likely to enter into collaborations or practice environments where their interests complement others.’

~ MARVIN J. MALECHA, FAIA



08/20/2008
08/20/2008

**DESIGN + TECHNICAL
BNIM, 2002-2012**

KAUFFMAN CENTER FOR THE PERFORMING ARTS
MOSHE SAFDIE & ASSOCIATES
BNIM, ASSOCIATE ARCHITECT



ADVOCACY + LEADERSHIP
BNIM, 2002-2012

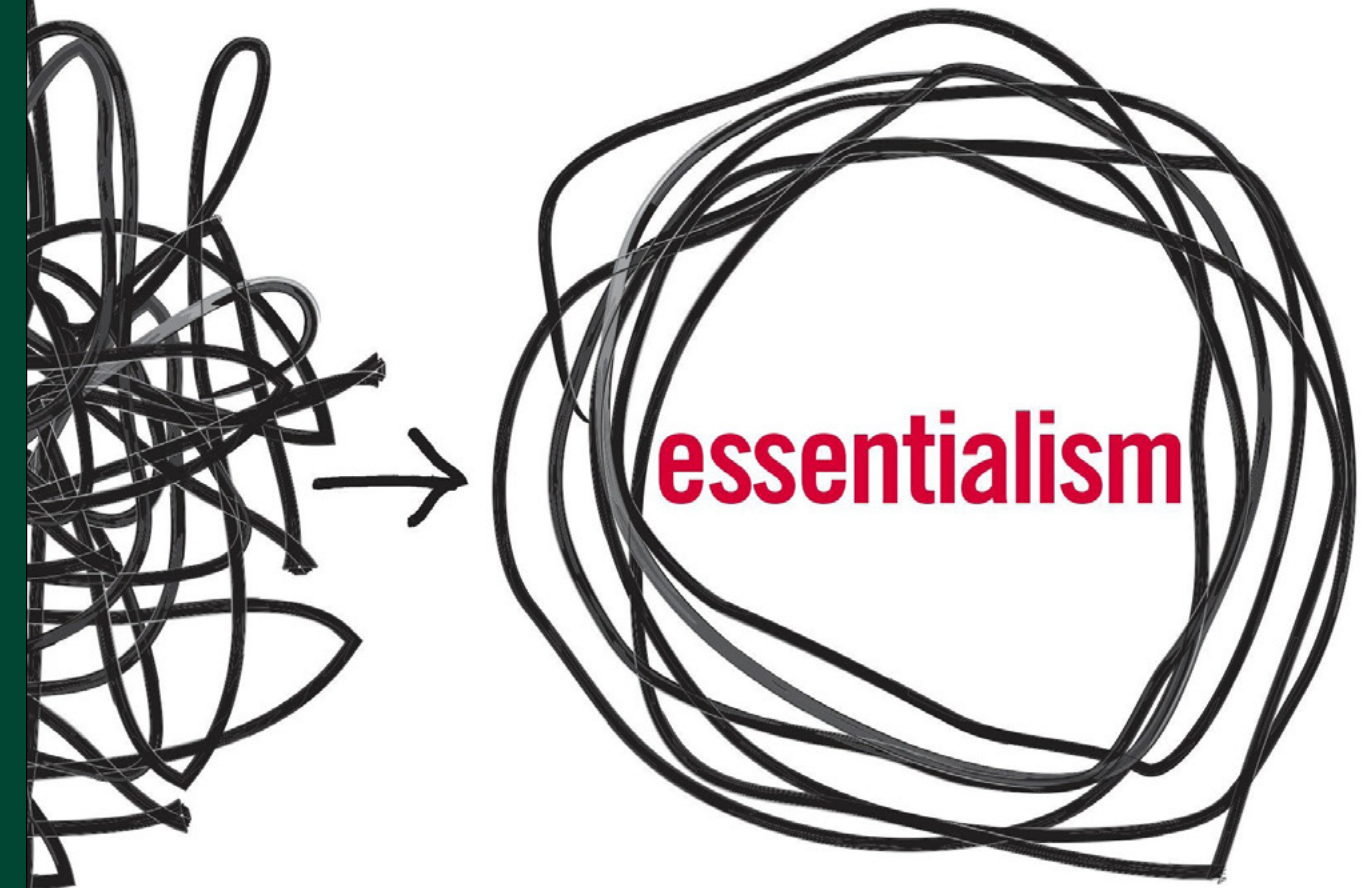
WOMEN IN DESIGN KANSAS CITY
MONSTER DRAWING RALLY



PROJECT MANAGEMENT + MARKETING
BMCD 2012-2015

UNIVERSITY OF KANSAS SCHOOL OF ENGINEERING
BURNS & MCDONNELL + TREANOR ARCHITECTS

New York Times Bestseller



WHAT'S ESSENTIAL TO YOU?

- LOVE
- HEALTH
- COMMUNITY

<https://hbr.org/podcast/2014/07/to-do-things-better-stop-doing-so-much>

The Disciplined Pursuit of Less

GREG MCKEOWN

ALIGNMENT : FIRM LEADERSHIP + VALUES

Client & Architect

developing the
essential relationship

THIS PROFESSION

“ One message is clear: for so many clients it is a critical role of a good architect to champion the project vision from concept to completion”

“Architects are the spiritual leaders who must see the project vision is delivered”

Architecture takes a collaboration of people, with a leader to guide.

<https://www.architecture.com/knowledge-and-resources/resources-landing-page/client-and-architect-developing-the-essential-relationship>

**LEADERSHIP :
RIBA STUDY CLIENT & ARCHITECT, 2015**



THIS PROFESSION

- SERVICE
- DESIGN
- COMMUNITY
- IMPACT

**ODIMO : TO NAVIGATE
2015-2024**





Women in Design
CREW Kansas City
ULI - WLI Kansas City
AIA - National + Local
NOMA
IIDA
KC Rising
KC Global Design
KU Advisory Board
Port KC
Neighborhood Connections



ADVOCACY + INSTIGATION

START UPS





HISTORIC



NON-PROFIT

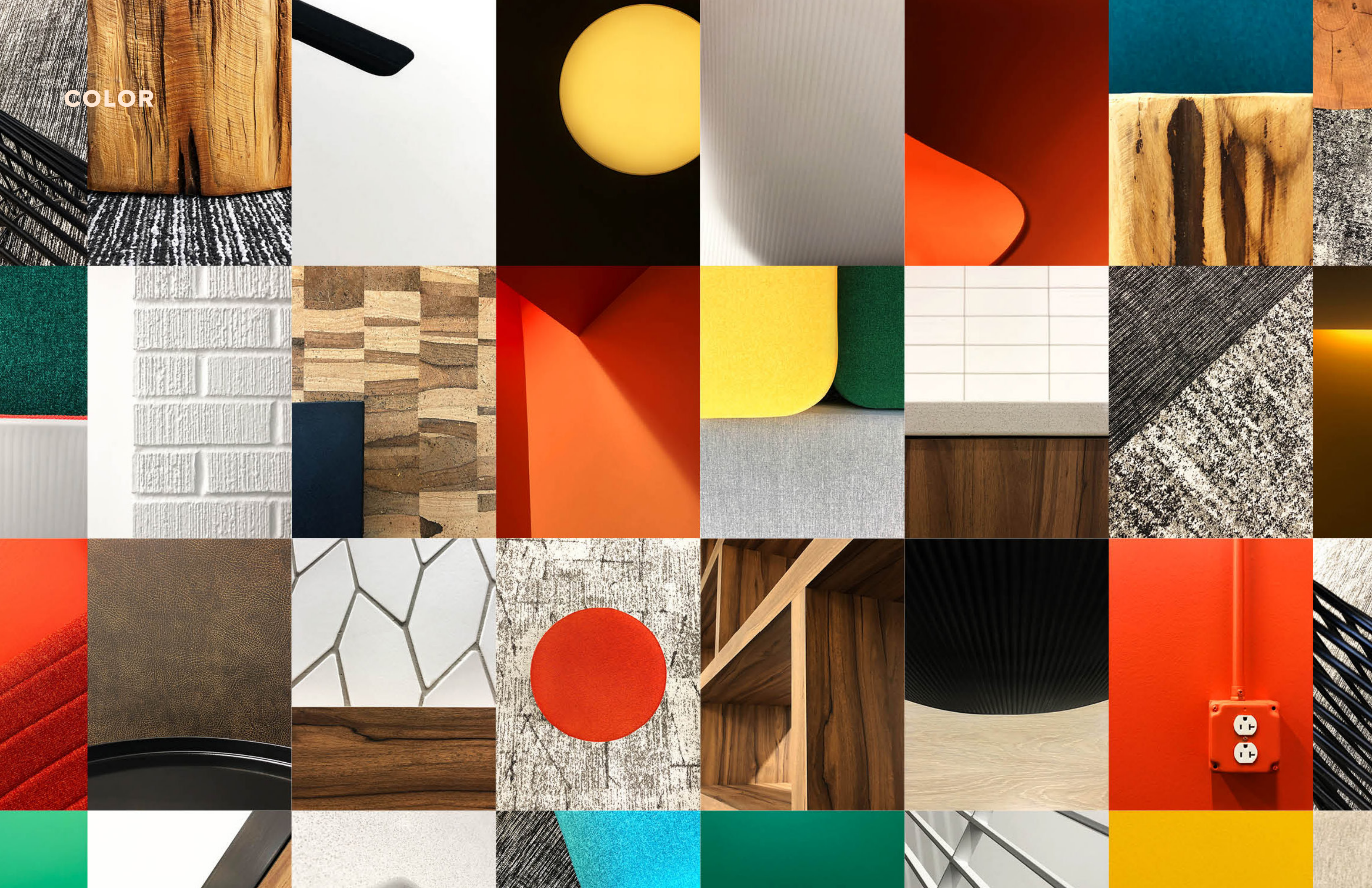
AFFORDABLE



INTERIORS



COLOR





STEWARDSHIP



IMPACT



OPPORTUNITY

THIS PROFESSION

- Lifestyle v/s Legacy Business
- Working on the Business v/s Working in the Business
- Client Expectations
- Leadership + Team

<https://www.fasttrac.org/>

**ORGANIZATIONAL MANAGEMENT :
FASTTRAC 2015 + SCALEUP 2018 + CEO ROUNDTABLES**



THIS PROFESSION

- Staff + Project Management
- Cash Conversion Varies
- Accruing Expenses
- Pay Equity

<https://papress.com/products/the-business-of-design>

**FINANCIAL MANAGEMENT :
IN SEARCH OF METRICS**





DESIGN IS MORE THAN DESIGN.

DESIGN EXCELLENCE IS FOR EVERYONE

ARCHITECTURE IS STEWARDSHIP

THE PROFESSION NEEDS TO SHIFT

**FIRM DESIGN :
IN SEARCH OF A PARTNER**



SLATTERY: 2024 +++



BUILDING RESILIENCE.



Hip Hip ★
★ Hooray! ★
12 Weeks of ★
★ Chemo Done ★
★ Today! ★

We ♥ Love
♥ Nicole! ♥

I am so proud of you! Yay!
-aer

You're not only amazing, but you're also a rock star!
-Angie

SO PROUD OF YOU!
♥ ANGIE

Love you so much! You're amazing!
-Kathi

You are a rock star! Love you!
-Riley

Love you so much!
-Kathi

**MINDSET OF
ABUNDANCE**

