

AIA Trust Evolving and Growing Your Firm

Where smart architects
manage risk®

Thank you for viewing the AIA Trust Week webinar on Evolving and Growing Your Firm presented by former AIA Trust trustee, Amy Slattery, AIA, along with Hugh Hochberg, AIA, and Jane Walton. Please answer the following questions and submit your completed test to aiatrust@aia.org to receive 1.5 AIA learning units.

1. True or False? Five key components of a successful architecture practice are design, technical execution, organization management, financial wellbeing and strategic marketing.
2. Which book by architect, educator, author, and former AIA president, Marvin Malecha, FAIA did panelist Amy Slattery recommend reading?
 - a. Being Creative: Being a Creative
 - b. The Learning Organization and the Evolution of Practice Academy Concepts
 - c. Reconfiguration: In the Study and Practice of Design and Architecture
3. True or False? Slattery advises the firm owner to conduct a quarterly internal checkup to identify your three main goals for the next three months, essentially executing a “self-check on what your priorities are”?
4. Is managing the client and their expectations a pivotal factor in the growth and success of your firm?
 - a. Yes
 - b. No
5. Which of the following topics does panelist Jane Walton advise architects about?
 - a. Strategic planning
 - b. Succession planning
 - c. Leadership coaching
 - d. Executive team coaching
 - e. All of the above
6. True or False? Your strategic plan should drive how you're organizing and designing your system internally in order to achieve success and, according to best practices, your strategic plan should be reviewed and updated every 3 to 5 years to ensure optimal performance.
7. True or False? The 5 steps in strategic planning include 1) Assessing current business strategy and environment, 2) Identifying your firm's goals and objectives, 3) Developing a plan and determining performance metrics, 4) Implementing and sharing your plan with business partners and employees, and 5) monitor and manage plan, restructuring as needed.
8. True or False? Firm leadership is vital to firm success. People follow who they are inspired to follow not who you tell them to follow. A good leader has the ability to inspire teams, drive innovation, and create a positive culture within an organization, ultimately leading to better outcomes and achieving goals effectively.

9. True or False? In financial terms, indirect expense means anything that specifically relates to a project whereas direct expense means all other expenses.

10. True or False? In an architecture firm, utilization rate is a key metric that measures how efficiently a firm's employees are working on billable projects.

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