



Where Innovation Meets Empathy: The Future of Architectural Practice

Thank you for viewing the AIA Trust Week 2025 webinar presented by Mark R. LePage, AIA, NCARB, Founder, EntreArchitect & Jeff Echols, Fractional Chief Innovation Officer, Guiding AEC Leaders on Innovation. Please send your completed quiz to aiatrust@aia.org with your member number to receive 1.5 AIA learning units.

1. What central challenge does this session ask architects to address?
 - A. How to increase billable hours through automation
 - B. Balancing rapid technological innovation with empathy and human connection
 - C. Reducing costs by outsourcing all design work
 - D. Eliminating the role of architects in favor of AI

2. Architectural practice today is experiencing disruption from both technological change and shifts in how people connect and collaborate.
 - A. True
 - B. False

3. Which of the following forces of disruption were highlighted?
 - A. AI and automation
 - B. Remote collaboration
 - C. Data-driven design
 - D. All of the above

4. Please provide a short description of why, according to the speakers, empathy and storytelling remain essential to architectural practice in a digital-first environment:

5. During their conversation, Mark and Jeff emphasized that the “human side” of architecture includes:
 - A. Storytelling, empathy, and building community
 - B. Strict adherence to codes and contracts
 - C. Technical drafting efficiency
 - D. Maximizing profits at all costs

6. Technology should replace human connections in order to maximize efficiency.
 - A. True
 - B. False

7. What skills did the speakers recommend architects strengthen to thrive amid disruption?
 - A. Adaptability and leadership
 - B. Empathy and communication
 - C. Comfort with new technologies
 - D. All of the above

8. Please give one example from the discussion of how technology can enhance—rather than diminish—connection with clients or communities:

9. Why did the speakers identify storytelling as a critical skill for architects?
 - A. It helps clients connect emotionally and understand design concepts more clearly
 - B. It shortens permitting timelines
 - C. It ensures construction bids are more accurate
 - D. It eliminates the need for visualizations

10. List one approach highlighted by the speakers that architects can use to integrate both innovation and empathy into their practice: