THE PRO EXPO

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Sustaining Places, Buildings, and Businesses

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Architect & Urbanist

Sustaining Places, Buildings, and Businesses

Learning Strategies to Position Your Architectural Firm to Stand Out from Competitors by Rebuilding and Honing Your Brand for Today's Marketplace

1 AIA HSW LU

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Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.

Onward and Upward

- Survival
- Stability
- Success
- Significance

~ Zig Ziglar

Sustainability

- Keeping things going in a healthy way, long into an uncertain future

Self-Reliance & Community

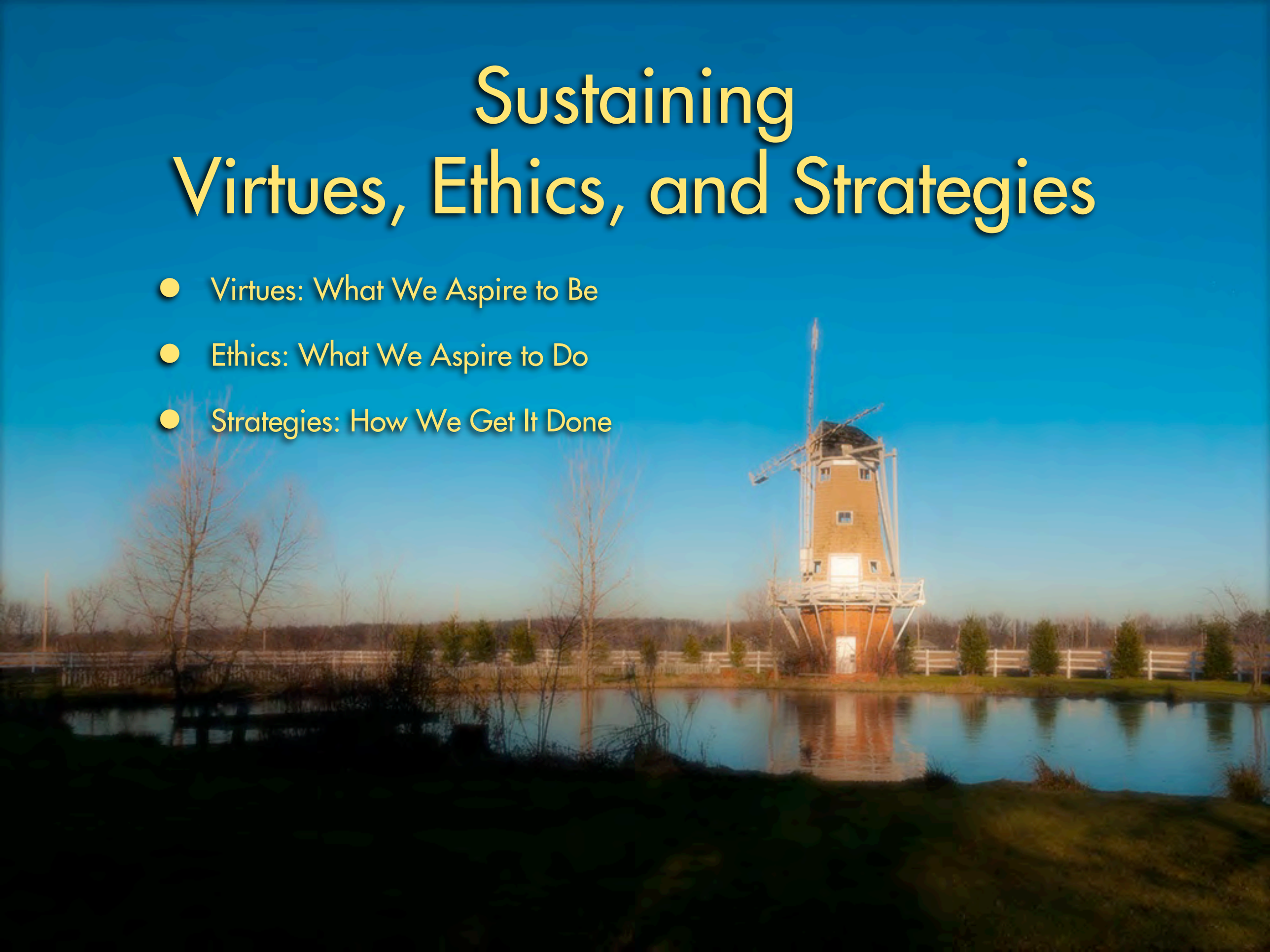
- Lean Times = More Self-Reliance
- Lean Times = Purchase Products
- Self-Reliance Requires Simplicity
- Cash Surplus = More Specialists & Outsource
- Cash Surplus = Purchase Services
- Community Allows Complexity

Products & Scales of Community

- Individual
- Family
- Block
- Neighborhood
- Settlement
- Region - Architecture, Urbanism
- Language Territory - Online Resources
- World - Phone, Computer

Sustaining Virtues, Ethics, and Strategies

- Virtues: What We Aspire to Be
- Ethics: What We Aspire to Do
- Strategies: How We Get It Done



Sustaining Virtues

- Patience
- Generosity
- Connectedness

Sustaining Ethics

- Waste Not - What Goes Out
- Want Not - What Comes In
- Source Closely - Where It Comes From
- Nurture Health - Keeping It Going

Sustaining Strategies: Places & Businesses

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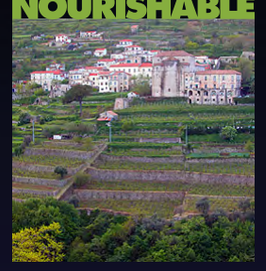

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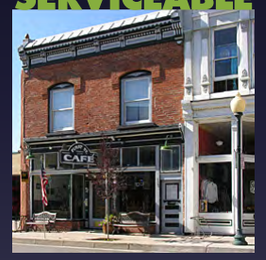

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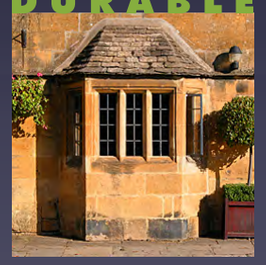

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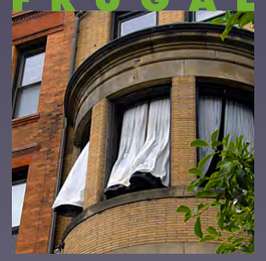
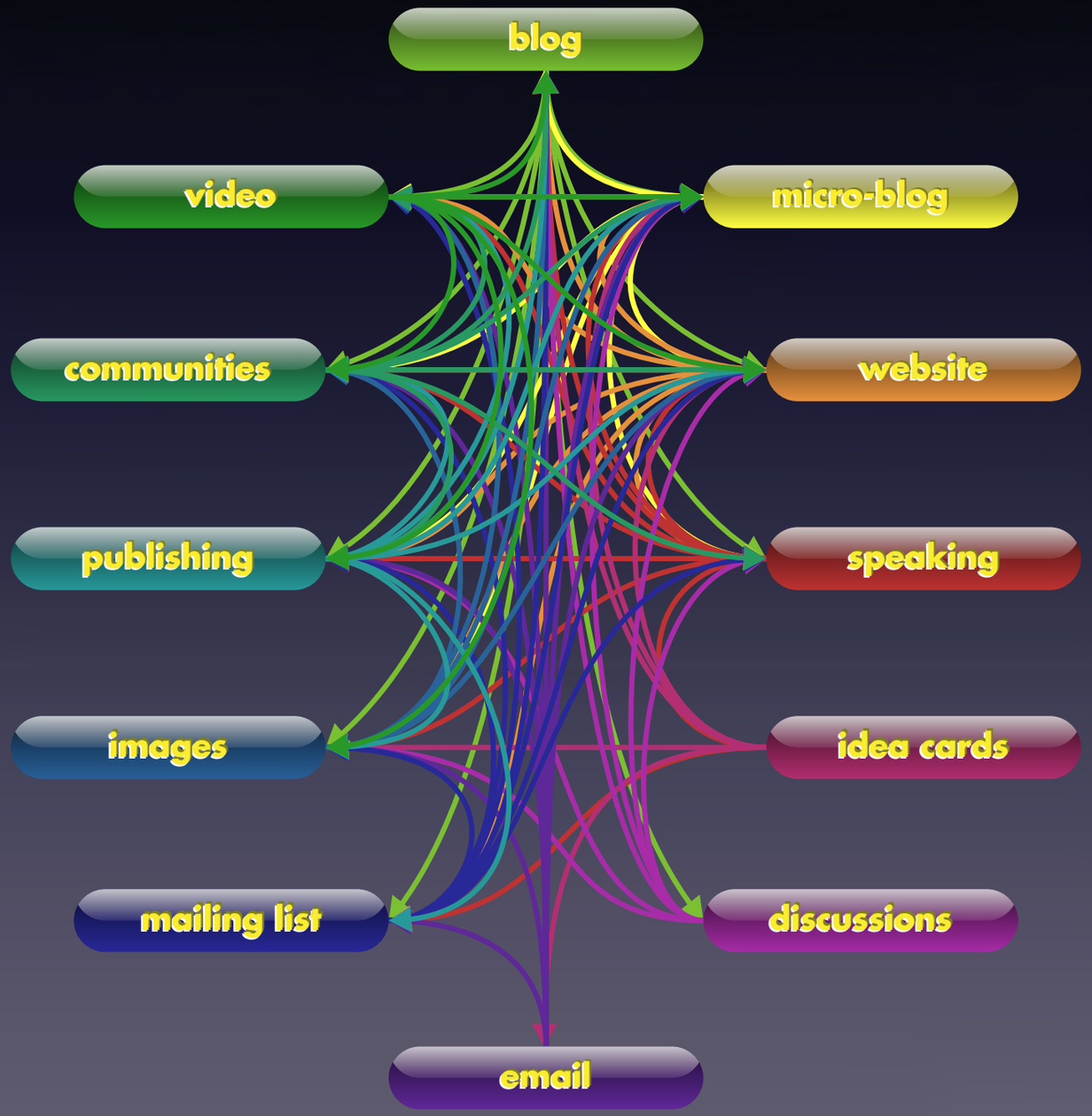




Sustaining Virtues

- Patience
- Generosity
- Connectedness

Consuming Virtues

- Better
- Faster
- Cheaper
- Past 200 Years - Era of the Company

"Consuming is our Patriotic Duty"

Patience

- vs. Faster
- Plant Small, Harvest Large
- Many Small Incremental Decisions - Great Variety, Narrow Range
- Impatient = Must Manufacture
- Patient = Let it Grow
- Impatient = Must Borrow
- Patient = Grow Freely
- Ecological Dividend

Generosity

- vs. Cheaper
- Light Impact
- Enticement, Not Coercion
- Things with Many Uses

Connectedness

- vs. Better
- Arrogance of Better
- Humility of Connectedness
- Living in Season

Consuming Virtues

- Better
- Faster
- Cheaper

- Virtues of our Products
- Competence = 1
- Excellence = 2
- Can Never Have All 3

Sustaining Virtues

- Patience
- Generosity
- Connectedness

- Virtues of our Selves
- We Can Have All 3

The Death of Cheaper

The Death of Faster

The Death of Better

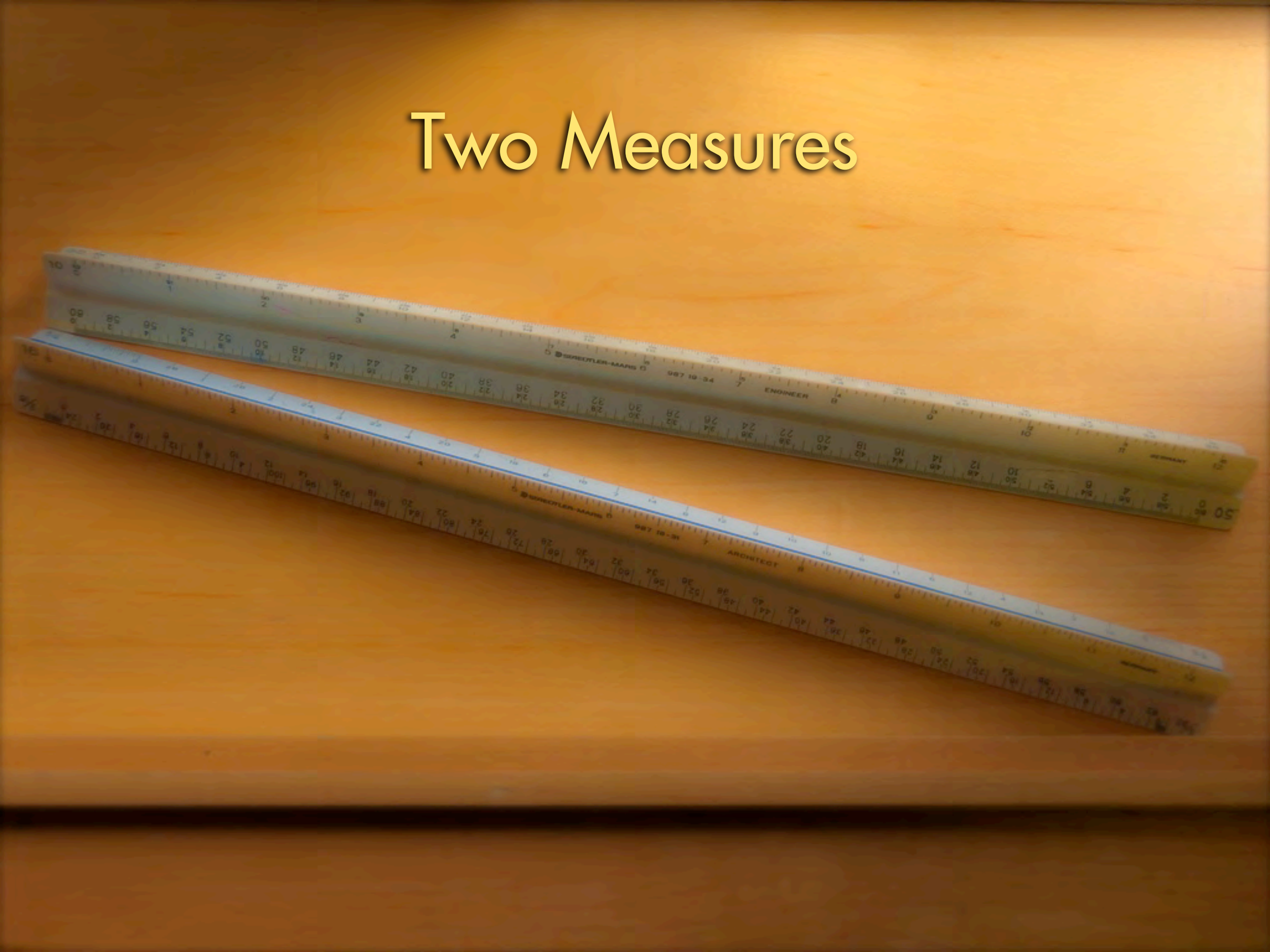
Consuming Economy

- Focuses on Products
- Built on Companies
- Using Things Up

Sustaining Economy

- Focuses on People
- Built on Ideas
- Passing Things Forward

Two Measures



Consuming Economy

- Austerity is Proper Diagnosis for Consuming Economy

Sustaining Economy

- Long-Overdue Recovery

Fashion & Style

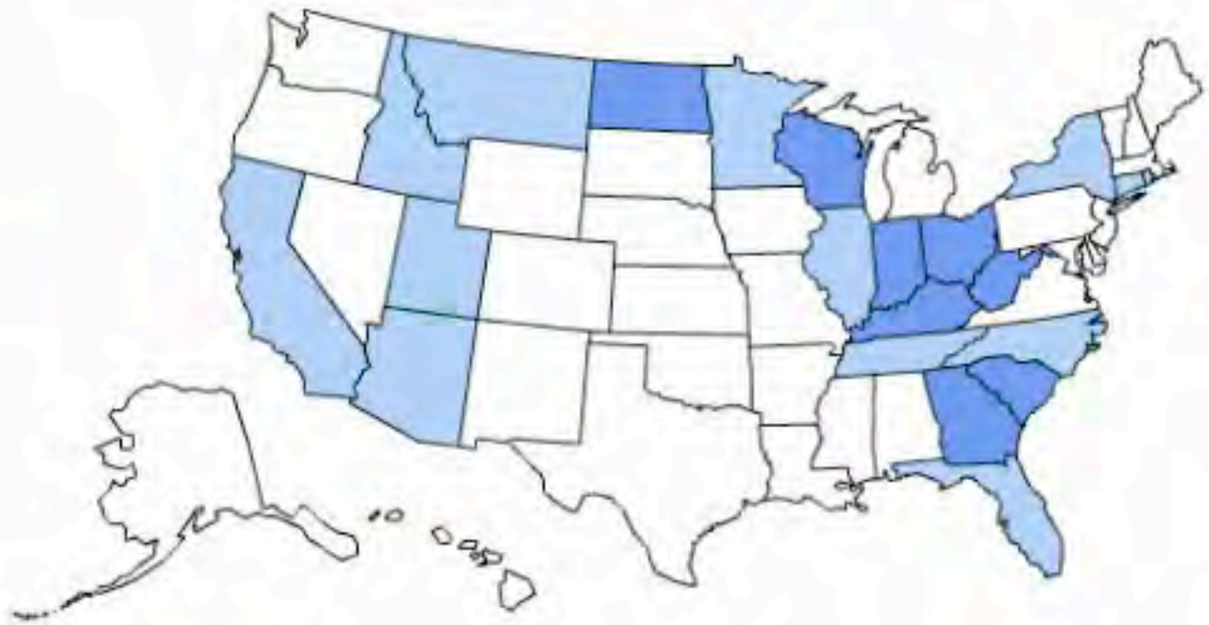
- Buy or be "Outtadate"
- Inherently Unsustainable

▶ Select Year

Obesity Trends* Among U.S. Adults

BRFSS, 1985

(*BMI ≥30, or ~ 30 lbs. overweight for 5' 4" person)



No Data | <10% | 10%–14%

Source: CDC Behavioral Risk Factor Surveillance System.

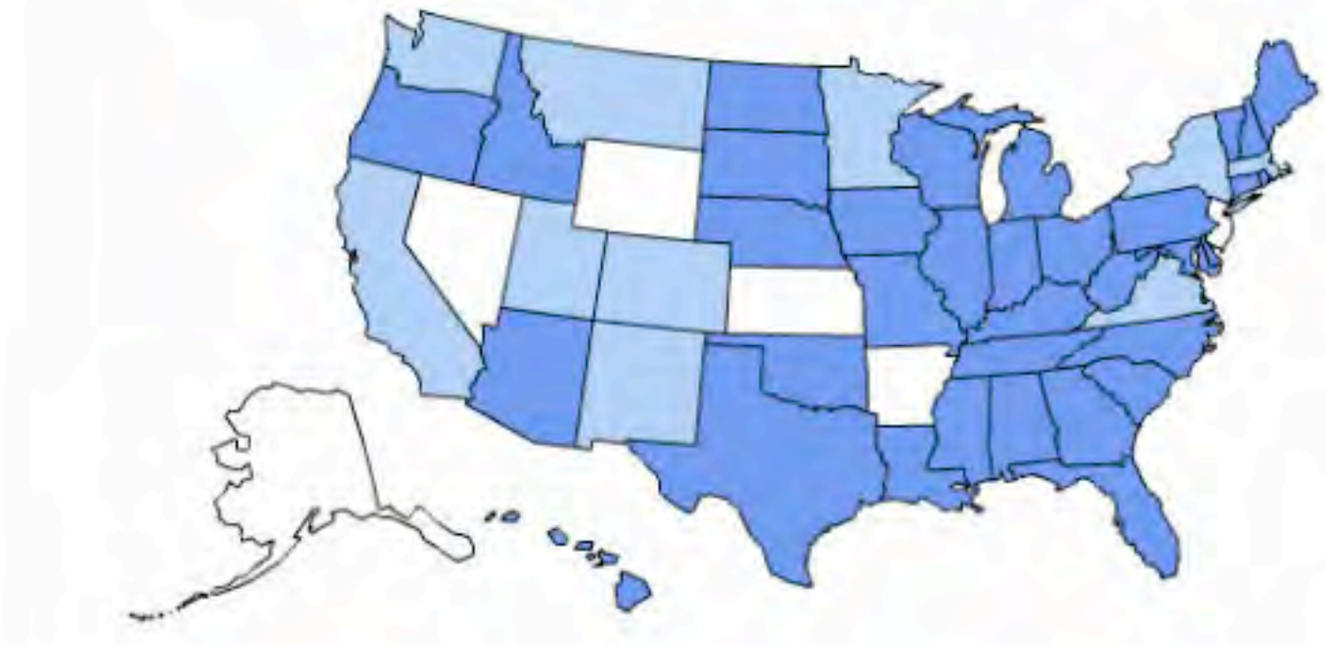
CDC

▶ Select Year

Obesity Trends* Among U.S. Adults

BRFSS, 1990

(*BMI ≥30, or ~ 30 lbs. overweight for 5' 4" person)



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Source: CDC Behavioral Risk Factor Surveillance System.

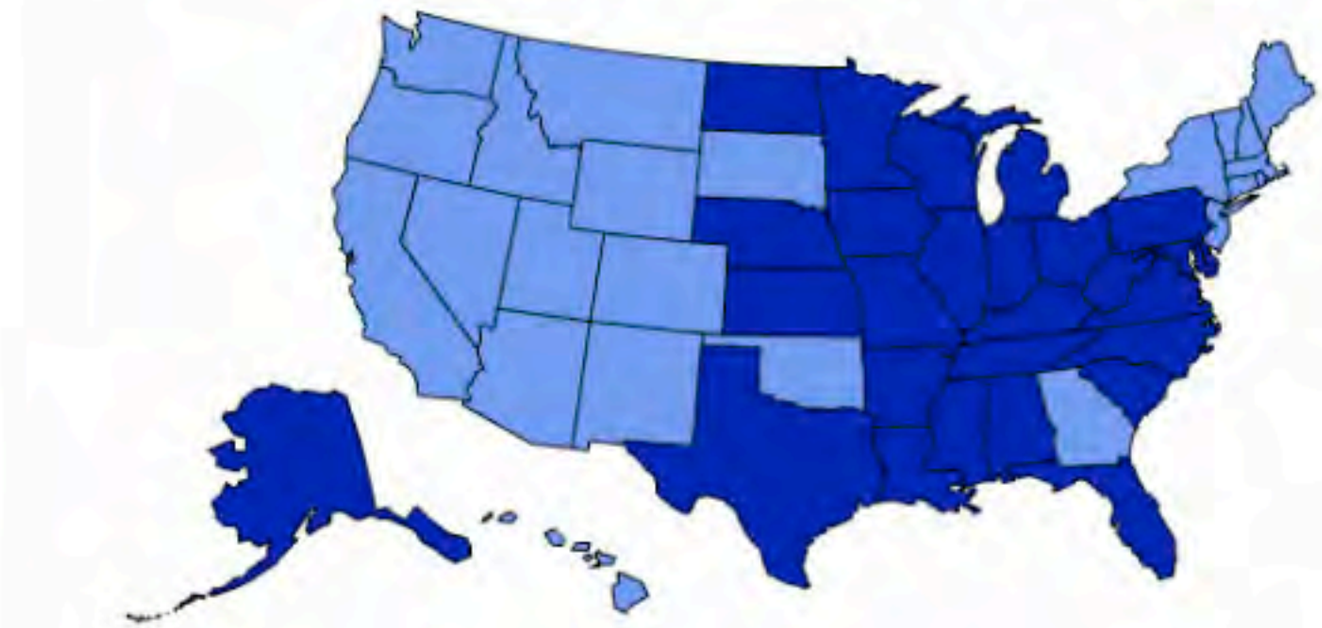
CDC

▶ Select Year

Obesity Trends* Among U.S. Adults

BRFSS, 1995

(*BMI ≥30, or ~ 30 lbs. overweight for 5' 4" person)



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Source: CDC Behavioral Risk Factor Surveillance System.

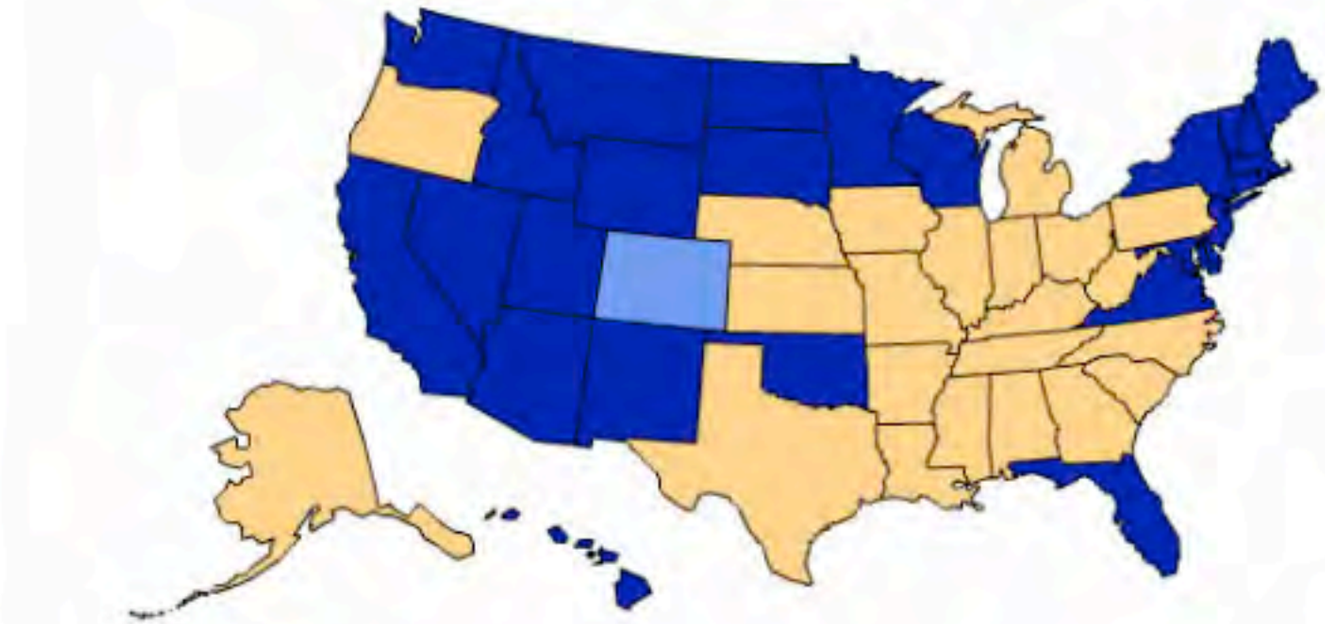
CDC

▶ Select Year

Obesity Trends* Among U.S. Adults

BRFSS, 2000

(*BMI ≥30, or ~ 30 lbs. overweight for 5' 4" person)



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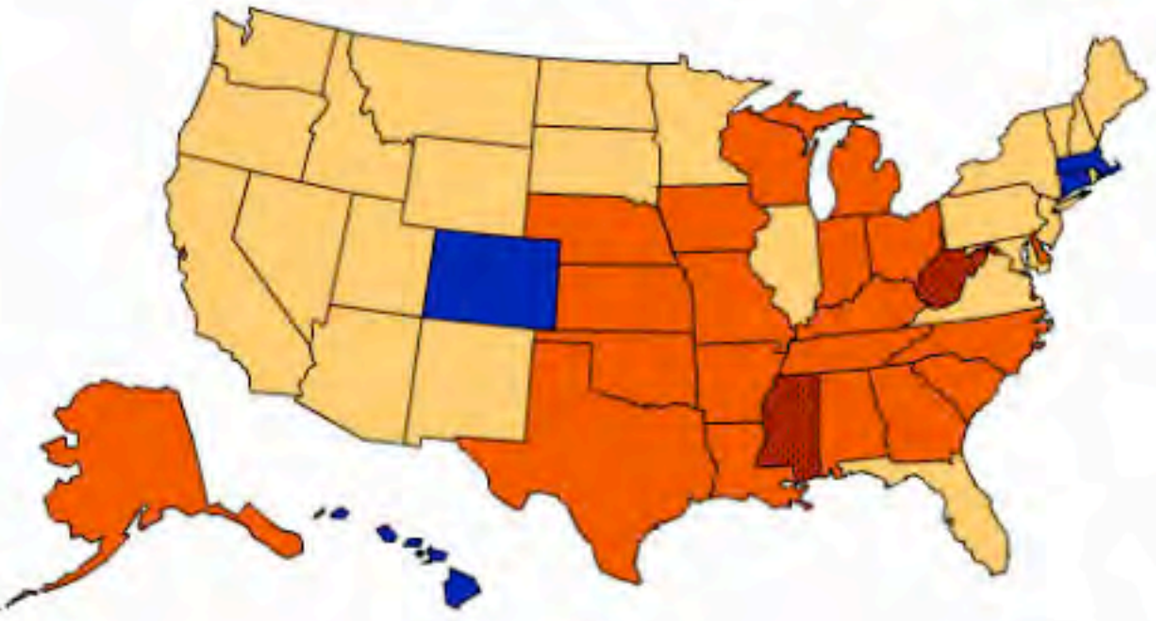
Source: CDC Behavioral Risk Factor Surveillance System.

▶ Select Year

Obesity Trends* Among U.S. Adults

BRFSS, 2006

(*BMI ≥30, or ~ 30 lbs. overweight for 5' 4" person)



No Data | <10% | 10%–14% | 15%–19% | 20%–24% | 25%–29% | ≥30%

Source: Behavioral Risk Factor Surveillance System, CDC.

CDC

Era of the Company

- Era of the Consuming Economy
- Mechanical Paradigm
- Command-And-Control Operating System

Age of the Idea

- Return to Sustaining Economy
- Organic Paradigm
- Living Tradition Operating System

The Mechanical Paradigm

- Spawned Era of the Company
- Needs Consuming Economy

The Organic Paradigm

- Central to Age of the Idea
- Highest Expression of Sustaining Economy

Command & Control Operating System

- Top-Down
- Hierarchical
- Linear

Living Tradition Operating System

- Bottom-Up
- Grassroots
- Multi-Linked
- Not the Process of Life, but Honors the Process of Life

What is a Living Tradition?

- Insight
- Resonance
- Repetition
- Adoption

Toward a Living Tradition

- Insight
- Cause
- Movement
- Living Tradition

Command & Control

- Armies
- Factories

Living Tradition

- Towns
- Buildings

Command & Control

- Thrives on Large Numbers
- Thrives on Global Trade
- Depends on Petroleum

Living Tradition

- Thrives at Scales Too Small for the Factory
- Thrives on Local Trade
- Depends on Ingenuity

Command & Control

- Imposes System on Local Conditions
- Leads to Universal Styles

Living Tradition

- Learns From Local Conditions
- Leads to Local Traditions

Command & Control

- Taking Orders

Living Tradition

- Talking to Each Other

Command & Control

- Massive Use of Energy to Copy Organic Products

Living Tradition

- Good Things Grow Naturally

Brand

- Proprietary
- Tightly Protected
- Spreads Only by Selling

Cause

- Open-Source
- Given Away
- Spreads by Telling

Sustaining Ethics

- Waste Not - What Goes Out
- Want Not - What Comes In
- Source Closely - Where It Comes From
- Nurture Health - Keeping It Going

Waste Not

- Preserve & Re-Use First, Recycle Second
- Digital Business When Possible - Bits, Not Atoms
- Community Allows Transfer of One Creature's Waste to Another's Food
- More Content, Less Packaging

Want Not

- "Want Not" = "Not in Need of More"
- More vs. Better
- Quality of Life vs. Standard of Living
- Smaller & Smarter
- The Luxury of Small

Source Closely

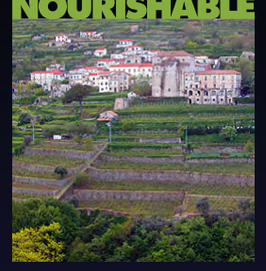
- Less Waste Getting to You
- Fewer Disruptions In Between

Nurture Health

- Detoxify
- Heal
- Nourish
- Living Traditions - “We do this because…”

Sustaining Strategies: Places & Businesses

NOURISHABLE



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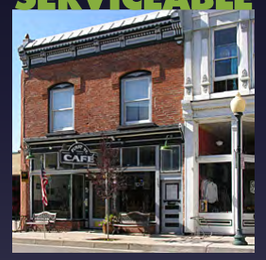

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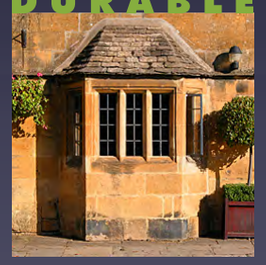

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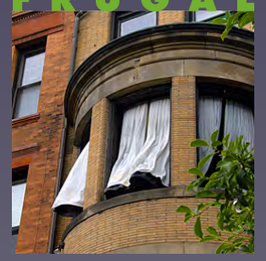
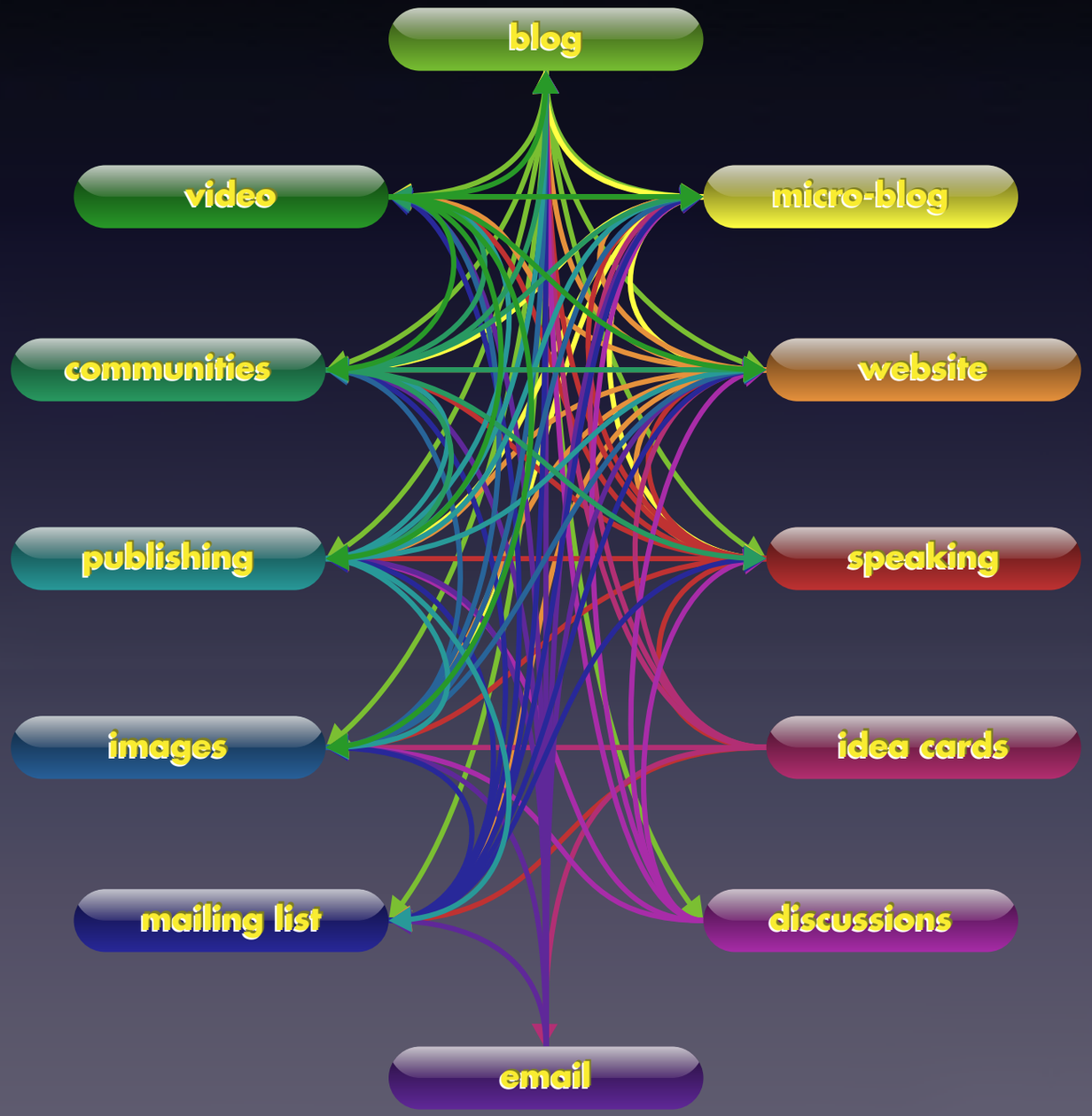


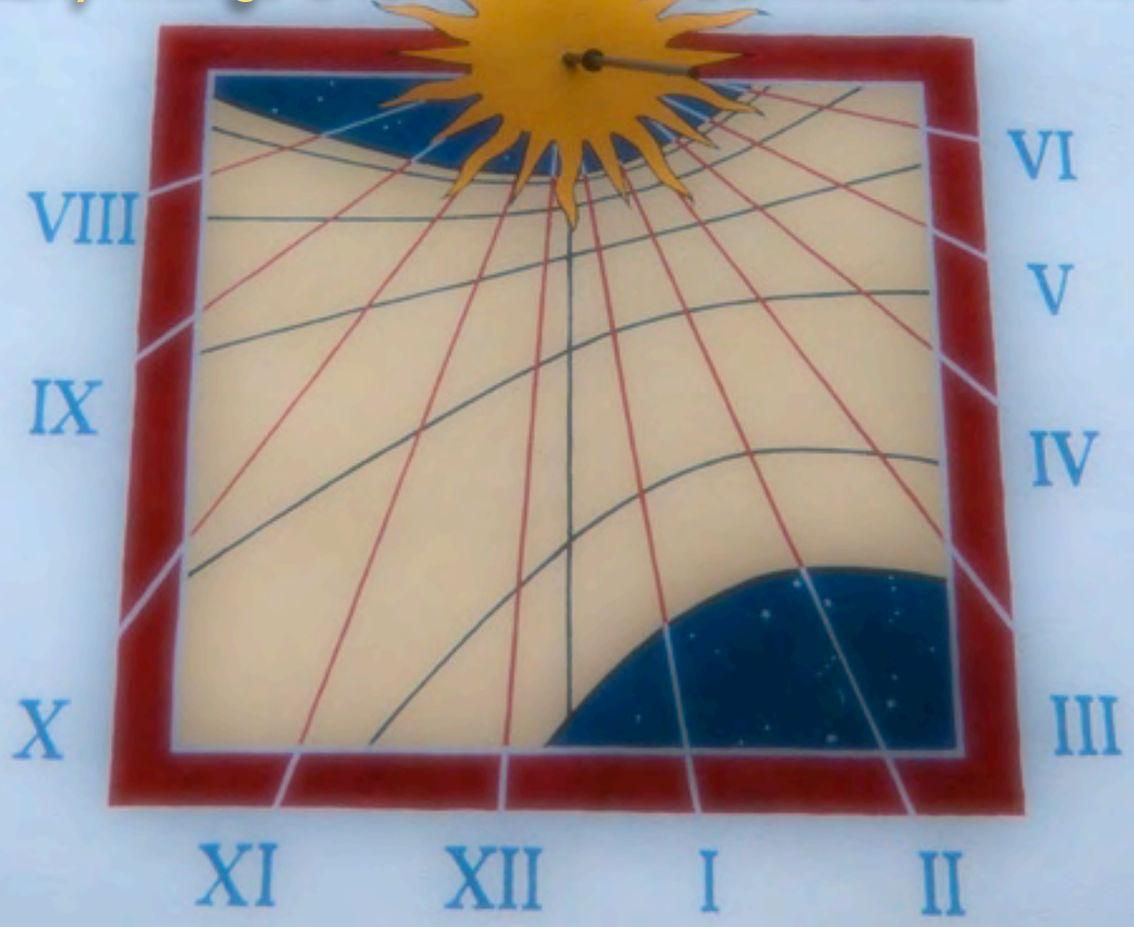


Virtues and their Strategies

- Patience
- Generosity
- Connectedness

Patience Strategies

- Nourishable Places - Time to Grow
- Durable Buildings - Extending in Time
- Flexible Buildings - Many Things Over Time
- Blog - Growing a Body of Work
- Micro-Blog - Follower Acceleration
- Communities - Friends of Friends



Generosity Strategies

- Serviceable Places - Civic Space
- Securable Places - Giving Back Security
- Durable Buildings - Gifts to Future Generations
- Discussions - Sharing Expertise
- Images - Gifting Tagged Beauty
- Publishing - Spreading Durable Wisdom

Connectedness Strategies

- Accessible Places - Connection Choices
- Nourishable Places - Connected to the Land
- Lovable Buildings - Attracting Many People
- Website - Your Nerve Center
- Idea Cards - Physical Connectors
- Mailing List - Broadcasting Your Message

Ethics and their Strategies

- Waste Not - What Goes Out
- Want Not - What Comes In
- Source Closely - Where It Comes From
- Nurture Health - Keeping It Going

Waste Not Strategies

- Frugal Buildings - Conserving Resources
- Durable Buildings - Extending Their Lives
- Accessible Places - Saving Fuel
- Email - Paperless Communication
- Mailing List - Postage & Paper
- Publishing - Bits, Not Atoms

Want Not Strategies

- Frugal Buildings - Smaller & Smarter
- Flexible Buildings - Many Uses
- Nourishable Places - Food Security
- Blog - Spreading Smaller & Smarter Techniques
- Publishing - Polemicizing Quality of Life Ethic
- Communities - Great Places to Start

Source Closely Strategies

- Nourishable Places - Know Your Farmer
- Frugal Buildings & Places
- Serviceable Places
- Micro-Blog - Tweet Local Finds
- Website - Local Market Building Blocks
- Communities - Talking Local Markets

Nurture Health Strategies

- Nourishable Places - Feeding Physical Health
- Accessible Places - Self-Propelled Travel
- Serviceable Places - Walking to Daily Needs
- Blog - Living Tradition Polemical Headquarters
- Speaking - Carrying the Living Tradition Message
- Video - Teaching Living Traditions

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Why Blog?

10. Customer Service
9. Self-Promotion
8. Test Ideas
7. Center of the Conversation
6. Long Enough to Get in Depth
5. Many Conversations
4. Content Doesn't Get Buried
3. Capture Clarity
2. Develop Ideas
1. Be Googlicious

Blog Rules of Thumb

10. Embed Live Links
9. Focus
8. To-The-Point Paragraphs
7. Concise Posts
6. Scannable Text
5. Be Sociable
4. Images
3. Human Voice
2. Don’t Bury the Lead
1. Compelling Title

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Why Micro-Blog?

10. Hook Up With Friends
9. Publicize Speaking Engagements
8. Publicize Site Updates
7. Explore New Places
6. Poll Your Experts
5. Get Curated Articles
4. Tweetcast Events
3. Do Tweet Chats
2. Capture Quotes
1. Test Ideas

Micro-Blog Rules of Thumb

10. Cross-Pollinate #FF

9. Don't Be Afraid to Unfollow

8. Don't Use Direct Messages Unless Replying

7. Favorite Your Favorites Quickly

6. Use Hashtags (#) Freely

5. Use @username

4. Leave Room for RTs

3. Give Proper Credit

2. Follow Useful People

1. Post Useful Stuff

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Why Have a Website?

10. Show Your Stuff
9. Sell Your Stuff
8. Tell Us What You Do
7. Show Who You Are
6. Nurture Prospects
5. Nurture Customers and Clients
4. Get More Bang for the Buck
3. Generate Leads
2. Be Social
1. Be Alive

Website Rules of Thumb

10. Advertisement?

9. Visual Simplicity

8. Use Interesting Fonts

7. Sidebars?

6. Track Your Traffic

5. Page Titles

4. Interesting Content

3. Be Social

2. Call to Action

1. Up-To-Date Content

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Why Speak?

10. Story-Telling as a Tool
9. Empathy
8. Applause
7. Professionalism
6. Passion
5. Connection
4. Reflection - Refining Your Message
3. Discovery - A Little Different Every Time
2. Message Development
1. Spreading the Message

Speaking Rules of Thumb

10. Free First, Paid Later

9. Sign Early

8. Speaking, Not Reading

7. Admit What You Don't Know

6. Use Infectious Phrases

5. Once a Month or More

4. What Are Your Mysteries?

3. Infect Hives

2. Too Many Slides

1. Always Something Fresh

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Why Have Idea Cards?

Idea Card Rules of Thumb

10. No Fax or Pager
9. Phone
8. Surface
7. Two Sides
6. Color
5. Blog
4. Address
3. Twitter Username
2. Website
1. Idea

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Why Participate in Discussions?

- Motivations Vary as Widely as Discussions Themselves

Discussions Rules of Thumb

10. Illustrate Your Posts
9. Use Their Names
8. Archive
7. Use Live Links, Embedded
6. Quote Conversations
5. Change the Subject
4. Don’t Flame
3. Learn Stuff
2. Make Smart Folders
1. Don’t Advertise… Almost Ever

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Why Do Email Differently?

5. Avoid Annoyance

4. Unburden Yourself

3. Save Time

2. Get Heard

1. Connect the Nodes

Email Rules of Thumb

10. Unsubscribe
9. Delete Junk First
8. Respond First Thing
7. Reduce Images
6. Include Previous Conversation
5. Embed Links
4. Your Domain Name
3. Use Their Name
2. 6 Sentences
1. Signature with Chiclets

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Why Have a Mailing List?

10. New People
9. Site Updates
8. New Products
7. Awards
6. Holiday Cards
5. New Services
4. Speaking Gigs
3. Special Events
2. Call to Action
1. Newsletters

Mailing List Rules of Thumb

10. Hosted Graphics
9. Use Their Name But Don't Shout It
8. Image-Rich
7. Graphically Calm
6. Embedded Links
5. Low Info Threshold
4. Mailing Service
3. Great Subject Line
2. Infrequent Mailings
1. Members Opt In

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Why Post Images?

10. Make Money
9. Rating Your Images
8. Social Spread
7. Stealth Marketing
6. Get Tagged as a Photographer
5. Use Your Assets
4. Hone Your Skills
3. Organization
2. Cover the Bases - Get Introduced by All the Nodes
1. Metadata

Image Rules of Thumb

10. Shoot Aloft
9. Enlist Help
8. Tag from Thumbnails
7. Geotag
6. Travel Light
5. Break Rules
4. Get Good Equipment
3. Use Good Software
2. Include People
1. Shoot RAW

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Why Publish?

- Practical
  - Make Money
- General Motivation
  - Flesh Out Your Ideas
  - Create Change
- Genre-Specific Motivation
  - Put Out Useful Stuff
  - Encourage People
  - Teach People
  - Clarify Things
  - Tell a Story

Publishing Rules of Thumb

10. Do a Launch Party
9. Go on Tour
8. Expand the Genres
7. Get Good Forewords
6. Tell a Story
5. Facebook It
4. Tweet It
3. Blog It
2. Get an Editor
1. Find a Sticky Title

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Why Participate in Communities?

10. Great Place to Start
9. A Sense of Belonging
8. Showcase - Self-Presentation
7. Interest Groups
6. Events
5. Causes
4. Share Information Efficiently
3. Your Other Nodes
2. Network
1. The Multiplying Effect - Going Viral

Communities Rules of Thumb

10. Report Spammers
9. Block Useless Apps
8. Build Reputation
7. Limit Yourself
6. Connect Facebook and Twitter
5. Be Yourself
4. Profile Yourself
3. Build Networks Before You Need Them
2. Friend and Follow Freely
1. Comment Consistently

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Why Put Up Video?

10. Make Money
9. Cameras Love You (?)
8. Your Audition for Speaking
7. Organize Your Ideas
6. Reputation - Transmit Who You Are
5. Sound and Light
4. Step by Step
3. Get the Word Out
2. Your Human Face
1. Get Found

Video Rules of Thumb

10. Title Over Clip
9. Microphone, Calm, or Voiceover
8. Video Quality
7. Profile Yourself
6. Be Social
5. Fresh Content
4. Entertain
3. Inform
2. Titles with Keywords
1. Keep it Short

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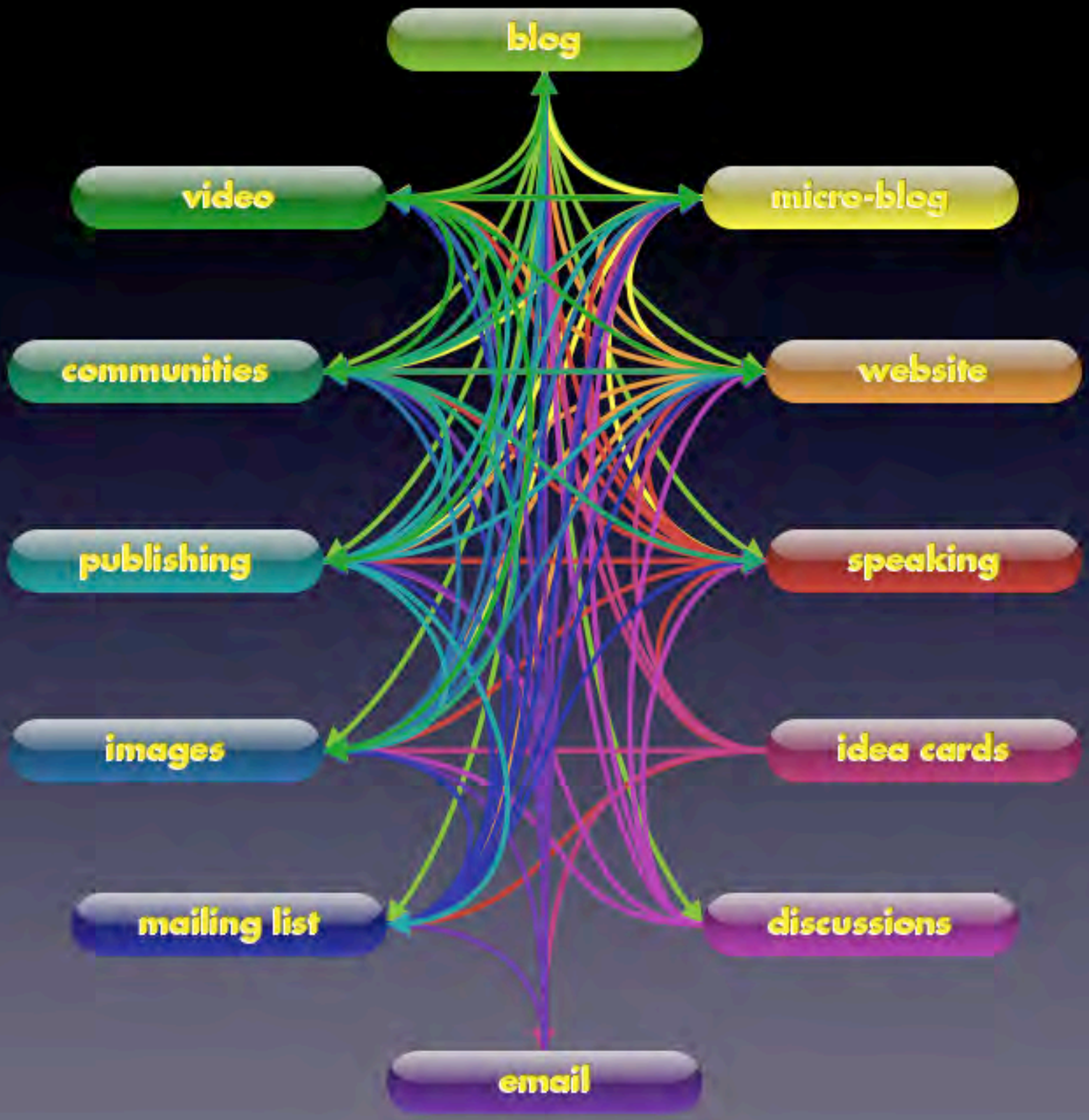
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What Next?

1. Open your Twitter account.
2. Start your blog.
3. Print your Idea Cards.
4. Start your mailing list.

If you'd like my recommendations on the best ways to do all of these things, please email me at steve@mouzon.com and I'll be happy to send them, as well as a few other resources you might find helpful.

Resources

www.nm4db.com

New Media for Designers + Builders website

Learning Objectives

After attending this session, participants will be able to:

- Identify five things you can do right now to win more business;
- Use the power of social media and the internet to cast your marketing net wider;
- Convey your skills as an architect by educating clients about safe and durable designs; and
- Target market segments authoritatively based on your practice's work.
- Enter design competitions with a competitive edge.

Course Evaluations

- In order to maintain high-quality learning experiences, please access the evaluation for this course by logging into CES Discovery and clicking on the Course Evaluation link on the left side of the page. The Course Number is TBP211.
- Please complete the printed evaluation and return it to your instructor as well. Thank you.

Questions & Answers

- Thank you. This concludes the AIA Continuing Education Systems Program
- Contact: jhayward@restoremedia.com

THE PRO EXPO

Presented by Pella

2013 Mission

To execute a fresh industry experience that offers attendees the chance to **GAIN THE EDGE**.

GET AHEAD with new, cutting-edge innovations, accredited courses throughout the afternoon, a valuable panel discussion with industry professionals and lead-generation strategies from market movers.

GET NOTICED by networking with industry leaders and hearing success stories from other pros.

GET RECHARGED with free food, drinks, entertainment and the chance to win exciting prizes.