

The Business of Design Workshop

A very special thanks to our Food Sponsor:



2310 E. McDowell Rd, Phoenix, AZ

COMMUNICATION, COLLABORATION AND DIPLOMACY

Business of Design Workshop NOMA Arizona

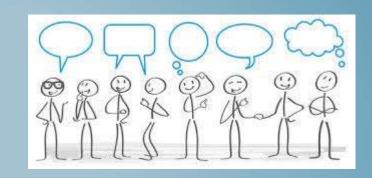
Norma Escandon Michaels, ASID NCIDQ, LEED Green Associate NM Interiors Group Inc.

COMMUNICATION

PHYSICAL COMPONENTS:

- Attitude is everything
- Posture
- Maintain an open posture
- Walk with a sense of purpose
- Project your voice
- Expand your range of expression
- Embrace what makes you, you
- Appearances are everything, we remember 85-90% of what we see, but only 15% of what we hear.





INTERPERSONAL SKILLS

- Listen, Listen
- Talk more about the other person and less about yourself
- Be sure to discuss how you can help that person, and follow through
- Ask yourself what is this persons perspective. What are their wishes, desires, motives who are they
- Be gracious
- Say the persons name you are talking to in the course of conversation

WRITTEN COMMUNICATION

- Clarity in writing. Who, where, when, why?
- Bullet points with highlighted areas of importance
- Notes of thanks and gratitude
- Create the unexpected, be creative, differentiate yourself



COLLABORATION

CONNECTING AND COLLABORATING

- Connecting begins with how the other person feels valued
- Know what they value by being a good listener
- Ask questions
- Share your values which are similar to theirs
- Discover others strengths and weaknesses and build on them
- Invite input and help others meet their goals and desires
- Positive attitude
- Be prepared, bring several questions you can ask someone before a meeting or social gathering
- Be authentic
- Be a giver, you are there to collaborate, learn and enjoy
- Manage your energy, find ways to energize
- Be intentional, your goal is to connect



DIPLOMACY

- -Strive to understand the feelings, ideas and beliefs and opinions of others
- -Diplomacy strengthens relationships within the workplace by decreasing the level of negative emotional impact
- -Always listen carefully and respectfully to coworkers and colleagues
- -Explain why you feel the way you do calmly, in lieu of pointing out someone is wrong
- -Take a deep breath, you can't unsay what you have said

"Diplomacy is the art of letting somebody else have your way"

-David Frost



"Tact is the art of making a point without making an enemy" -Issac Newton



YOUR COMMUNICATION
SKILLS ARE SO POOR
THAT I GAVE UP TRYING
TO UNDERSTAND WHAT
YOU WANTED AND
INSTEAD PUT SOME
RANDOM NUMBERS ON
A SPREADSHEET.



WHY
DIDN'T
YOU JUST
ASK ME TO
CLARIFY?!

APPAREN-TLY YOUR LISTENING SKILLS NEED WORK TOO.





Thank you!







THE POWER OF THE POWER OF

3 KEYS TO MASTERING YOUR RESULTS

The Intention

- 3 tools to help you achieve your goals
- Greater clarity on your business growth and development strategy
- Feel even more confident in your ability

The Language of Success



How many of you have ever achieved a goal or dream?



Raise your hand if you have some area of your business you'd like to improve?



You are capable of far more than you know.



Our **goals** and **dreams** are often born out of the **challenges** we face.



Two Signals for Growth

Longing Discontent

My Promise

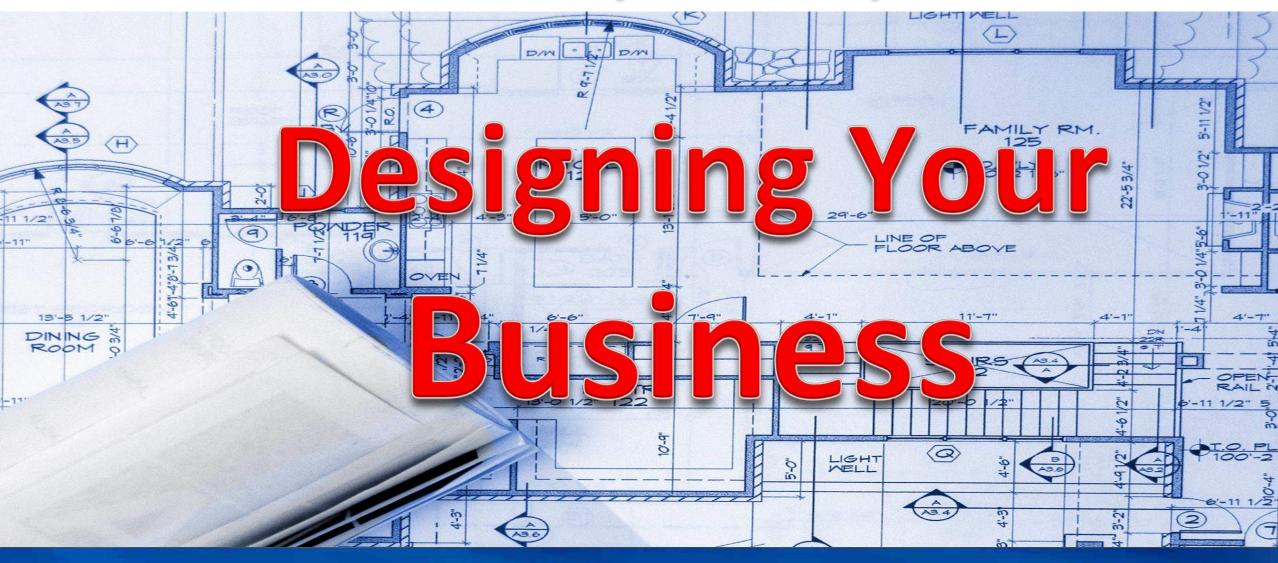
THE RESULTS FORMULA

Thoughts → Feelings → Actions → Results

CAUSE CAUSE CAUSE



Life Mastery Principle #1



What do you REALLY **WANT?**



CLARITY IS POWER

Time Machine





Life Mastery Principle #2



Aoccidrng to rseaecrh at Stnaford Uinervtisy, it deson't mttear waht oredr the lettres in a wrod are, the olny iprmoatnt tihng is taht the frsit and Isat Itteer be in the rghit pclae. Tihs is bcusease the huamn mnid deos not raed ervey Iteter by istlef, but the wrod as a wlohe.

Life Mastery Principle #2

"There is a single mental move you can make which, in a millisecond, will solve enormous problems for you. It has the potential to improve almost any personal or business situation you will ever encounter... and it could literally propel you down the path to incredible success..."

-Bob Proctor

Life Mastery Principle #2

"We have a name for this magic mental activity. It is called...

"DECISION"



-Bob Proctor

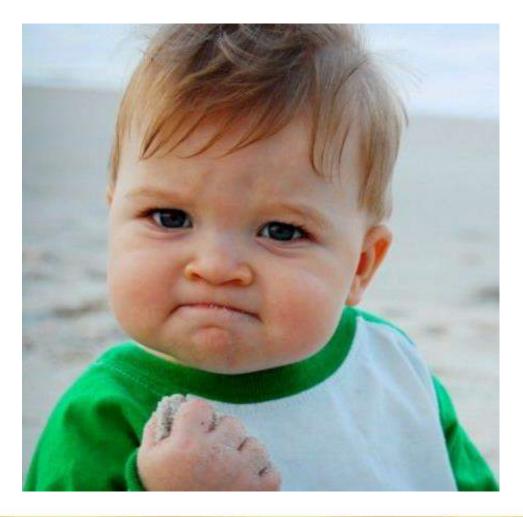


YOUMUST DECIDE

Life Mastery Principle #3

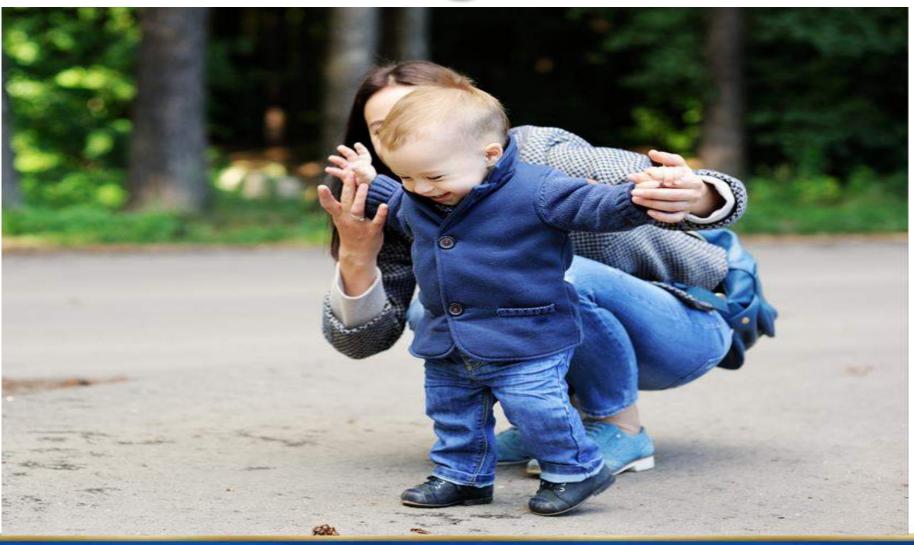


Life Mastery Principle #3





Befriending Your Fear



Successful People

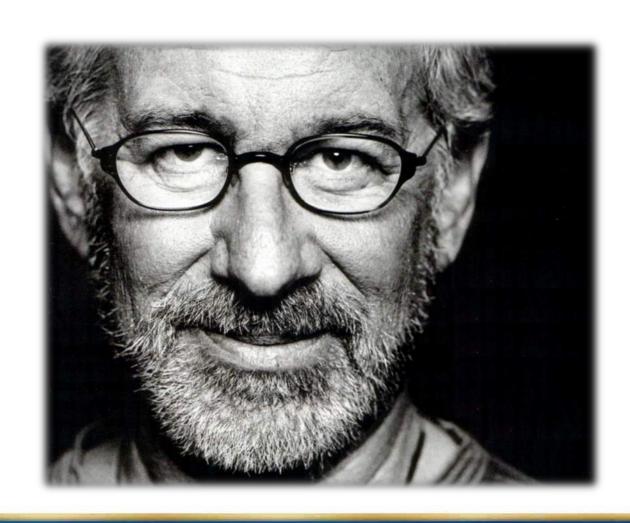
Are Willing to Fail and Rise Again

Oprah Winfrey



Fired by TV
executives because
she was not
"Fit for TV"

Steven Spielberg



Rejected from USC Film School

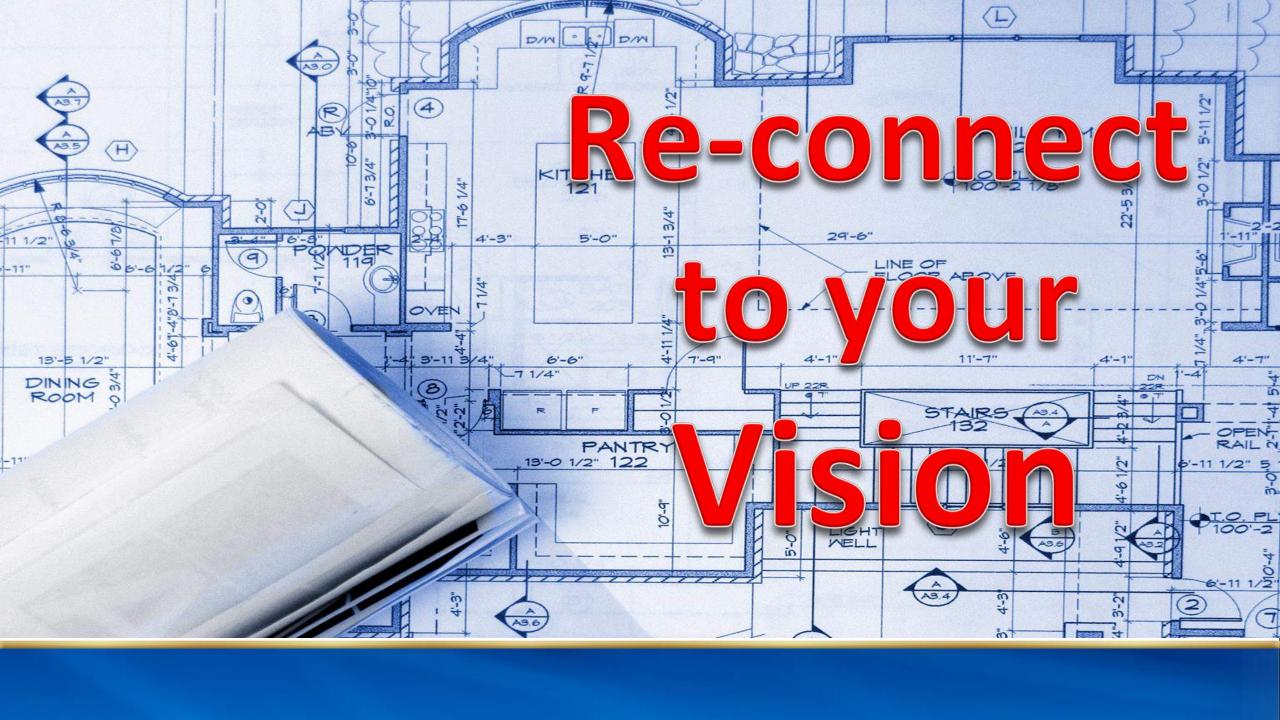
3 TIMES

Walt Disney



Fired from a newspaper for "lacking imagination" and "having no original ideas."

When fear arises what can you do?



One Thing You Can Do Today

What is ONE action I can take that would move me in the direction of my dream?



Fear and failure are **prerequisites** for achieving great dreams.

What We Covered

Principle #1 – Designing Your Business

Principle #2 — Deciding for Your Business

Principle #3 — Befriending Your Fear

My FREE GIFT to You





Tara Brown

Architect, LMC, RScP www.tarabrownconsulting.com



THE POWER OF THE POWER OF

3 KEYS TO MASTERING YOUR RESULTS

That's the whole key to anything: Don't be afraid to fail. And Bernie Mac is not afraid to fail. Bernie Mac



Strategic Planning and Business Development Public Sector

Gary J. Nelson, RA, NOMA, NCARB February 23, 2019

Are You Prepared for Paradigm Shifts?

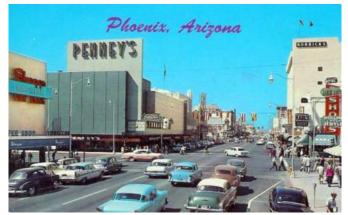
Projection

Do the Work

Walk the Walk

Tell Everybody

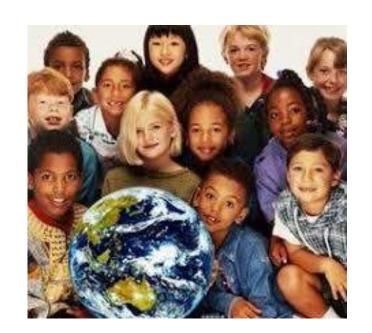
Since the beginning of the new millennium..



Our Phoenix Metro Area is in the midst of change!













We are rising from the Recession.....



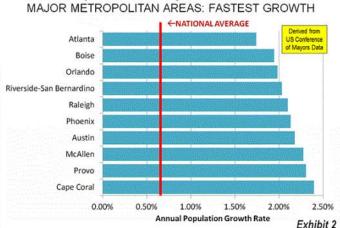




Arizona's 30-Year Outlook: Surfing A Wave of Growth



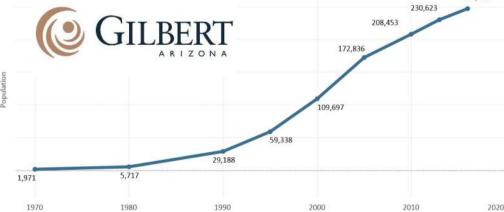
MSA Population Projection: 2012-2042



247,542

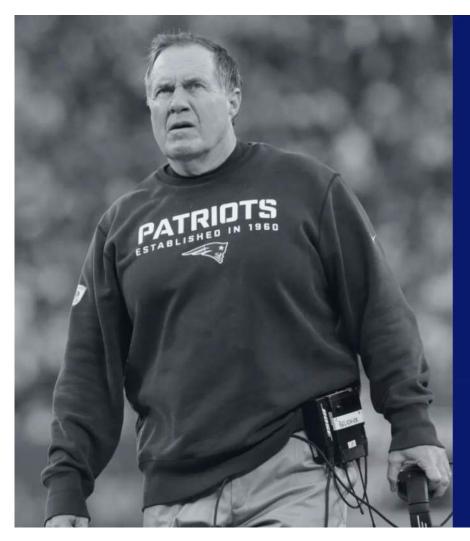
Arizona Outlook Summary

Actual		Forecast		
2015*	2016	2017	2018	
2.4	2.7	2.8	2.9	
4.9	5.2	5.6	6.0	
9.7	4.8	5.6	5.2	
1.4	1.6	1.8	1.8	
6.1	5.4	5.1	5.0	
32,499	37,620	42,700	45,699	
	2015* 2.4 4.9 9.7 1.4 6.1 32,499	2015* 2016 2.4 2.7 4.9 5.2 9.7 4.8 1.4 1.6 6.1 5.4	2015* 2016 2017 2.4 2.7 2.8 4.9 5.2 5.6 9.7 4.8 5.6 1.4 1.6 1.8 6.1 5.4 5.1 32,499 37,620 42,700	



Gilbert Population

Recommended Strategies......



"If you sit back and spend too much time feeling good about what you did in the past, you're going to come up short next time."

- BILL BELICHICK

Research who is poised for Growth....

West Valley city named among fastest growing in U.S.

Oct 3, 2016, 7:06am MST INDUSTRIES & TAGS Residential Real Estate, Commercial Real Estate Patrick O'Grady A West Valley city was ranked as one of the fastest growing in the U.S. A new WalletHub report of the fastest and slowest growing cities ranked Surprise No. 5. It was the only Arizona city in a top 10 list dominated by Texas



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RELATED CONTENT

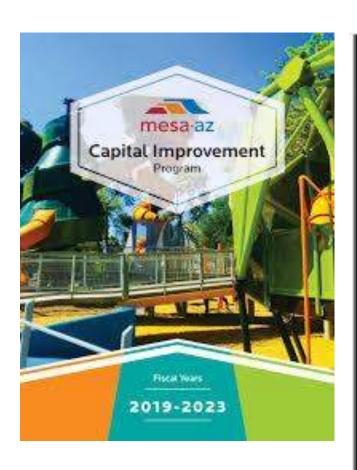
West-MEC to break ground on \$45M campus in Surpirse

Surprise, with its city hall pictured, was ranked as one of the top growing cities in the_

EASTGROUP	(2)	OPERTY ERSITE

		FastestGrowing Arizona Cities			
	Past/CurrentClient				
Rank	City		2013 Population	Est.CurrentPopulation	FastestG row th
1	Phoenix	Providing On Call Services, minimal opportunity in 2017	1,513,367	1,537,981	1.6%
2	Gilbert	minimal opportunity in 2017	229,972	238,099	3.4%
3	Mesa	minimal opportunity in 2017	457,587	464,034	1.4%
4	Chandler	minimal opportunity in 2017	249,146	255,505	2.5%
5	Scottsdale	minimal opportunity in 2017	226,918	233,097	2.7%
6	Peoria	Submitted for streetscape development, bond failed for other opportunites	162,592	166,765	2.5%
7	Goodyear	Selected for health and wellness park, providing On Call Services	72,864	76,145	4.5%
8	Tempe	minimal opportunity in 2017	168,228	171,103	1.7%
9	Glendale	minimal opportunity in 2017	234,632	237,284	1.1%
10	Buckeye	minimal opportunity in 2017	56,683	59,252	4.5%
11	Casa Grande		50,111	51,163	2.1%
12	Surprise	Bond failed, minimal opportunity in 2017	123,546	125,646	1.7%
13	Avondale	Library Addition Analysis and Conceptual Design	78,822	79,646	1.0%
14	City of Maricopa		45,508	48,374	6.3%
	目 Mirage	City Hall recently complete			

Make Capitol Improvement Plans your friend!





Call for Qualifications and Call for Bid advertisements for the Capital Improvement Projects listed below may be found in the Arizona Business Gazette.

Requests for Qualifications and Bid Documents for the following projects are available at:

https://phoenix.gov/streets/procurement/current-opportunities

PROFESSIONAL SERVICES ANNOUNCED IN THIS NEWSLETTER

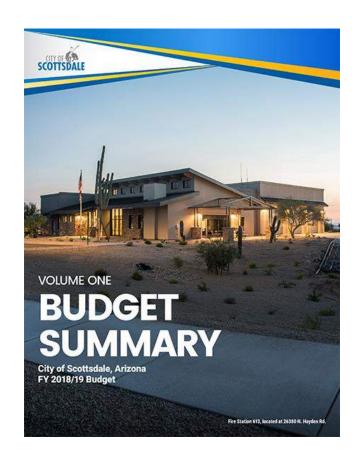
WATER SERVICES DEPARTMENT

- 91st Avenue WWTP Facility Assessment Consultant Services (Project No. WS90100107-1), the Request for Qualifications for this project will be available on September 15, 2016. – DR
- South Mountain Freeway (SR202L) Water and Sewer Design Review and Construction Inspection Oversight Services (Project Nos. WS85500445-1 and WS90500294-1, the Request for Qualifications for this project will be available on September 15, 2016. – KK
- Thomas Road Transmission Main Rehabilitation Construction Administration and Inspection Services (Project No. WS85500443-1), the Request for Qualifications for this project will be available on September 15, 2016. – DW

AVIATION DEPARTMENT

Goodyear Airport South T-Hangars Reconstruction & Connector to Taxiway A – Design Services (Project No. AV41000073-1), the Request for Qualifications for this project will be available on September 15, 2016. – LB

......



Know Thyself!

Strengths:

- We have a creative team with an impressive list of technical skills
- We are well versed in the business side of the project, out team includes former executives and business consultants
- We have sufficient financial resources necessary to participate in such projects

Weaknesses

- Our human resources are already strained out over existing projects
- Geographically our office is far removed from the potential customer headquarters
- We are not politically connected
- Our top people are not built for long, dull and repetitive tasks

SWOT Analysis: Shall we chase the government contract?

Opportunities

- This government contract can bring a significant revenue increase
- Once we are in the system, we can get more government orders
- Listing this project in our portfolio would boost our image with government and public organizations

Threats

- We can lose our old customers by diverting our resources to the new project
- Travel costs could be prohibitively high and in the long run can seriously undermine revenue increase
- Bidding process could be a serious drag on our financial and human resources

Become more than just a respondent to

an RFQ....



A board member is a...

Steward of the Please contract a contract a

on behalf of the **Community**.

CONSULTANT AND CONTRACTOR SELECTION PANEL PARTICIPATION

The City of Phoenix Capital Improvement Program Contract Procurement Section is seeking Consultants and Contractors to participate on Capital Improvement Project selection panels.

CITY OF PHOENIX CONSULTING/CONSTRUCTION NEWSLETTER

February 22, 2017 VOL. NO. 9

*The Consultant participants on the Study/Design/Consulting Services panels should be a Project Manager or above, but a professional technical registration is not required.

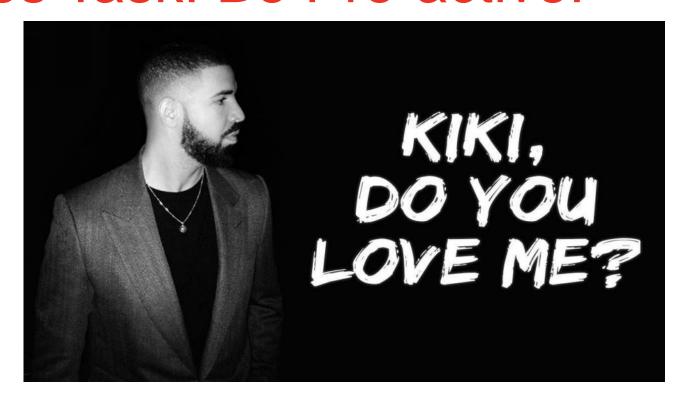
*The General Contractor participants on the Construction Services panels must be a senior management employee of a licensed contractor pursuant to ARS Title 34.

*A person who is a member of a selection committee shall not be a Consultant/Contractor under a contract awarded under the procurement or provide any professional services, construction, construction services, materials or other services under the contract.

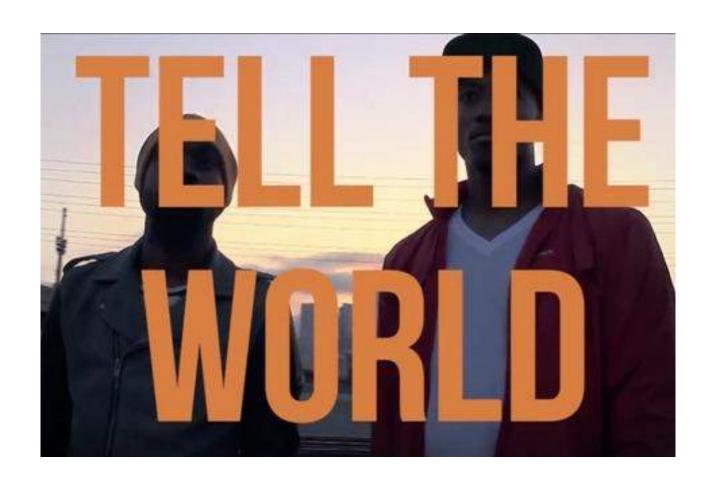
Please contact any Contract Specialist in the Street Transportation Department to express interest in participation (602-534-5786). Your name will be added to a database of available Consultants and Contractors.

WALK THE WALK

Make your presence known in every department you want to do business. Do not wait to be notified for your On Call Services Task! Be Pro-active!



Being Humble can only take you so far...



In Summary....

- Some of Phoenix area's suburbs are the fastest growing cities in the US.
- Have a presence and participation in city related organizations/commissions.
- On Call Services, if used strategically, can be profitable, a good staff development opportunity and will keep your firm's name on the city's radar.
- Consciously define your identity low cost provider or trusted expert?
- Focus on economic development and key relationships for consideration on larger or complex projects.







There are profitable opportunities in Public Sector!

















Interviews + Firm Identity

NOMA Arizona | Business of Design Workshop | 23 February 2019

Diane Jacobs, AIA | Holly Street Studio

Phoenix, AZ

3 Kinds

Formal + Informal + Introductory

Same Purpose:

Connect + Respond + Impress

Main Goal:

Win the Job

Additional Long Term Goals:

Learn Something + Connect to Client + Inspire Others

Ultimate Goal:

Do Good Work

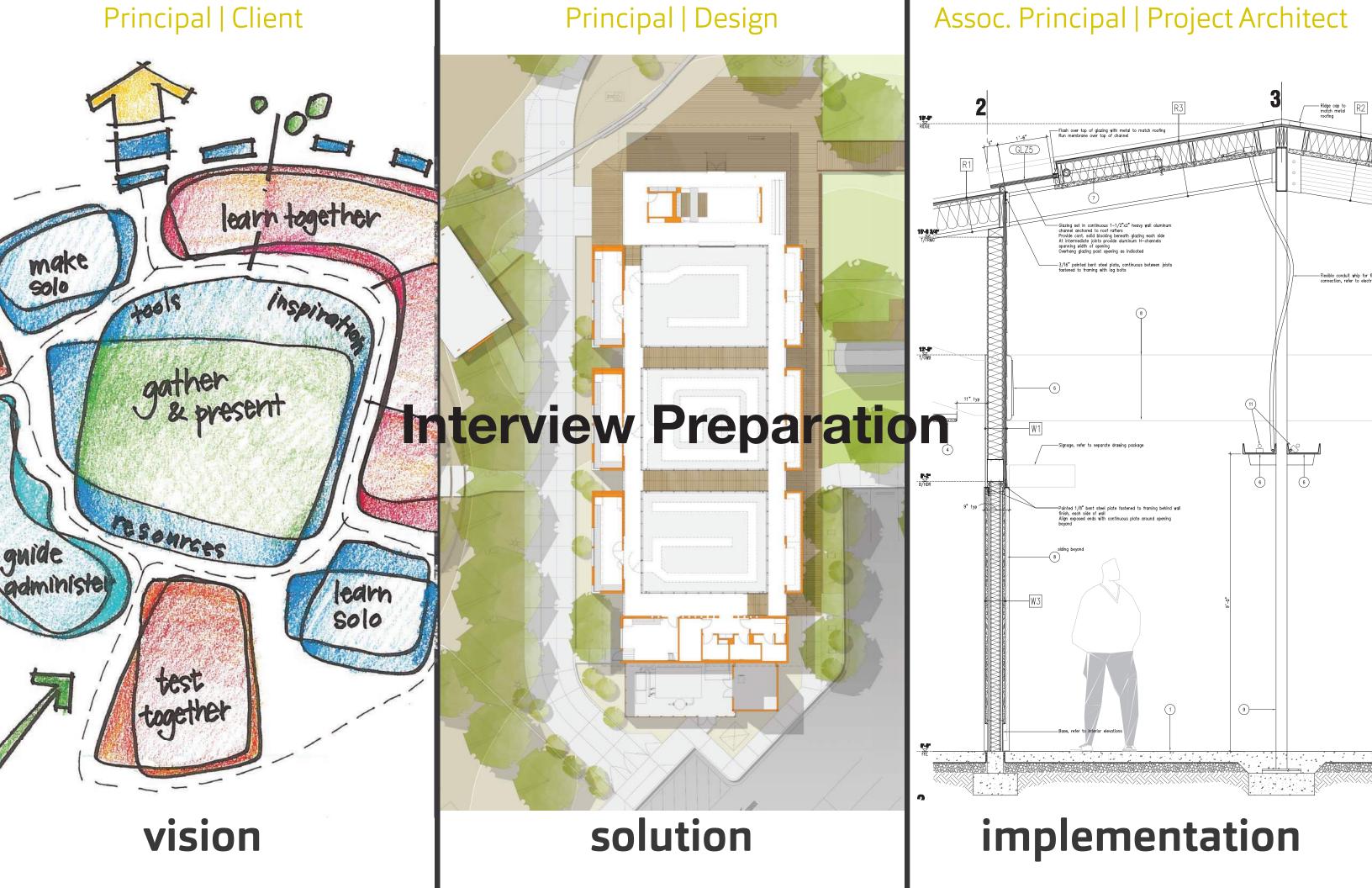
Cautionary Practice

Manage Expectations

through

Balance of Effort + Take Long View + Remain *Authentic

don't overcook + collect debriefs + don't over/under sell your work



Interview Preparation

Do Your Homework:

Know the Client

Know the Project | Job
Prepare Thoughtful Answers | Ideas
Anticipate Questions
Provoke Thought - Make an Impression



Interview Choreography

Craft Performance:

Pencils Down - Limit Homework

Write Script

Prepare Set | Slide Deck

Cast Roles

Practice | Take a Break | Practice

Interview Choreography

Remember Housekeeping:

Projector?

Pointer?

Water?

Printed Materials?

Business Cards?



Interview Go Time

Connect, Don't Convince.

Be Yourself*

Swim in the Truth - 3/5 Big Ideas
Listen Closely to Teamates & Interviewers
Relax + Smile + Enjoy the Experience
Reward Yourself + Team

Architectural Consultant Services

Architecture Interiors Planning

Firm Identity





Interviews

Ultimate Goal

Win the Job

Cautionary Practice

Manage Expectations

through

Balance of Effort + Take Long View + Remain *Authentic

don't overcook + collect debriefs + don't over/under sell your work

Interview Go Time

Connect, Don't Convince.

Be Yourself*

Swim in the Truth - 3/5 Big Ideas
Go in Ready to Learn Something
Relax + Smile + Enjoy the Experience
Reward Yourself + Team

Authentic Self = Firm Identity

Firm Identity

Built Upon:

People

Core Values

Aesthetic Sensibility

Practice Drivers - People/Profit/Portfolio?

Vision for the Future

Firm Identity

Demonstrated By:

People - Behavior + Disposition

Core Values - Means and Methods of Practice
Aesthetic Sensibility - Quality of Your Work
Practice Drivers - People/Profit/Portfolio? - Means of Impact
Vision for the Future - Aspirational Actions



Firm Identity: Internal

Actions Taken:

Behavior + Disposition - Individual Engagement
Core Values - Operational Integrity (Inside and Out)
Quality of Your Work - Embracing Rigor + Innovation
People/Profit/Portfolio? - Setting Clear Expectations
Aspirational Actions - Knowing and Reaching Beyond



Firm Identity: External

Expression

Graphics + Branding - Get Help!

Social Media - Steady but Restrained Presence Work - Do Good.

Awards + Recognition - Apply Early + Often

Impact + Storytelling - Look Back at Outcomes + Tell About It



Strong Interviews + Clear Firm Identity =

Clear, Concise, Intelligent, Responsive, Expressive

Presentation of Your Best Self

Personally, Visually, Virtually.

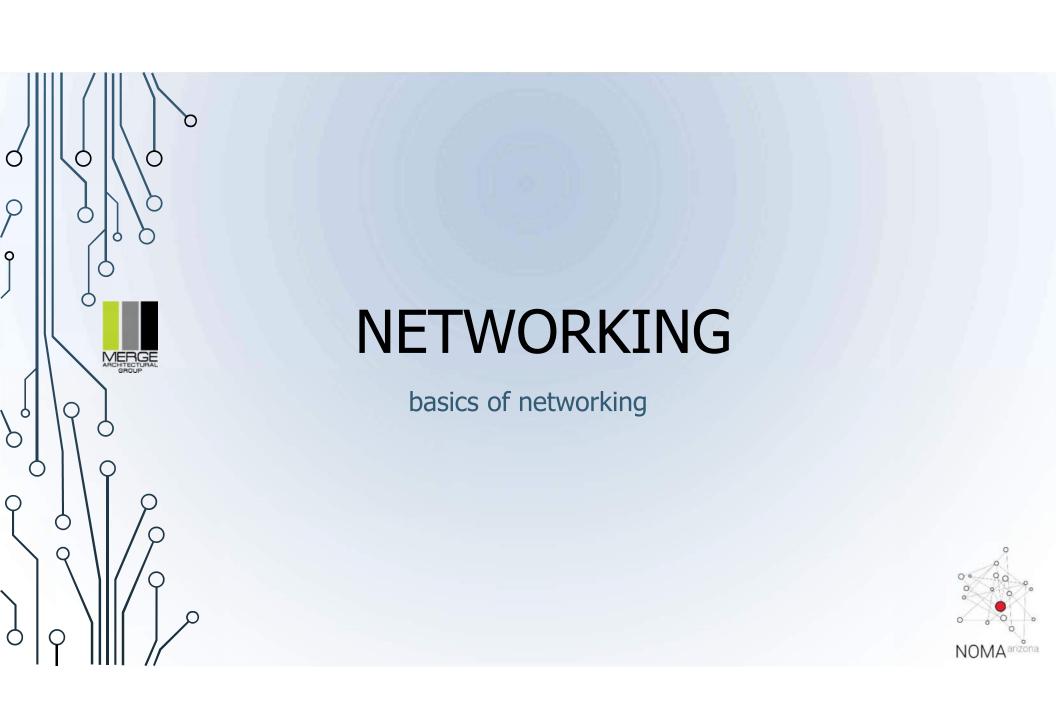
Lead to (Main Goal):

Winning Work

And (Ultimate Goal):

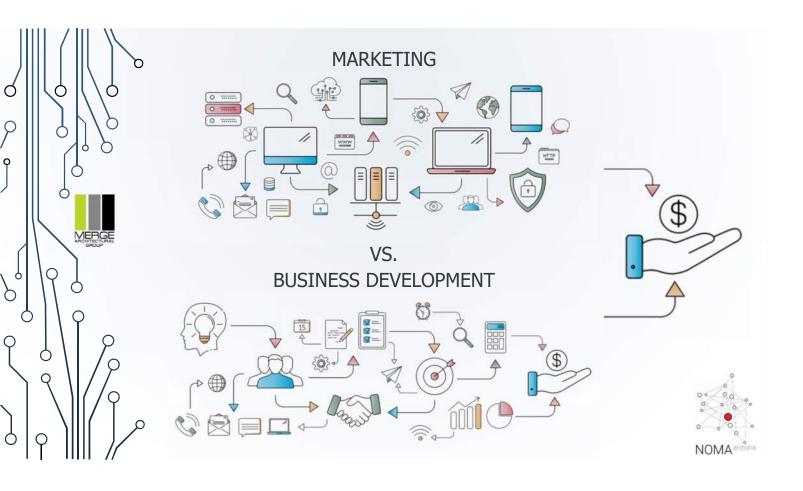
Doing Good Work



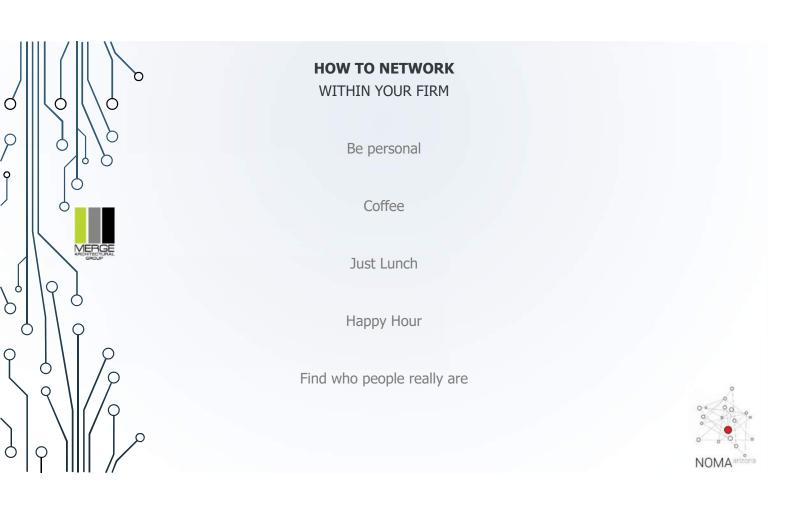


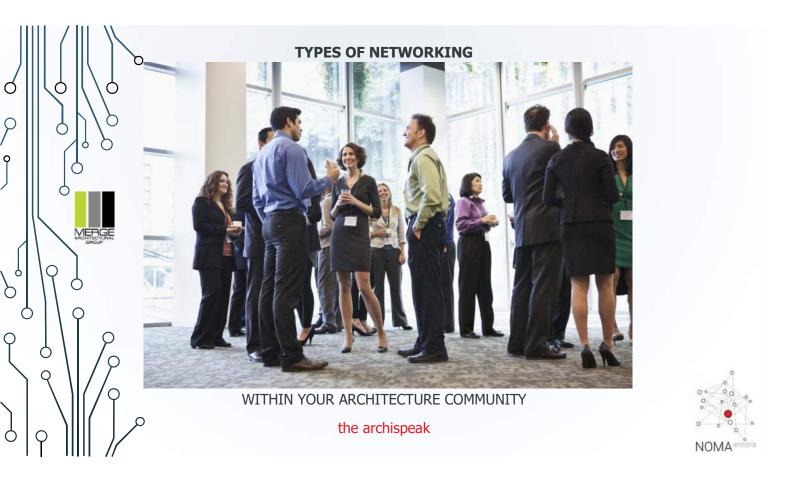














HOW TO NETWORK

WITHIN YOUR ARCHITECTURE COMMUNITY

Join organizations and participate...

NOMA, National Organization of Minority Architects

AIA, American Institute of Architects

USGBC, US Green Building Council

CSI, Construction Specifications Institute

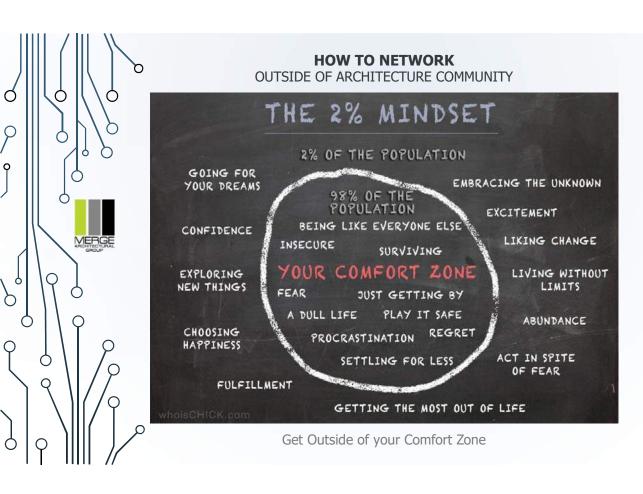
CNU, Congress for the New Urbanism

CRAN, Custom Residential Architects Network

Many others...











HOW TO NETWORKOUTSIDE OF ARCHITECTURE COMMUNITY

Practice anytime you can

One-on-one opportunities

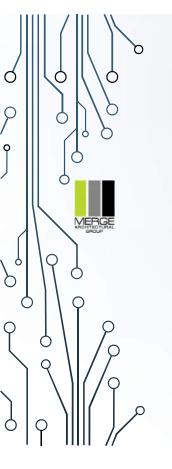
Large Group approach

Time your conversation, learn no move around

Get Outside of your Comfort Zone







HOW TO NETWORKOUTSIDE OF ARCHITECTURE COMMUNITY



One-on-one opportunities

Get Outside of your Comfort Zone





HOW TO NETWORKOUTSIDE OF ARCHITECTURE COMMUNITY

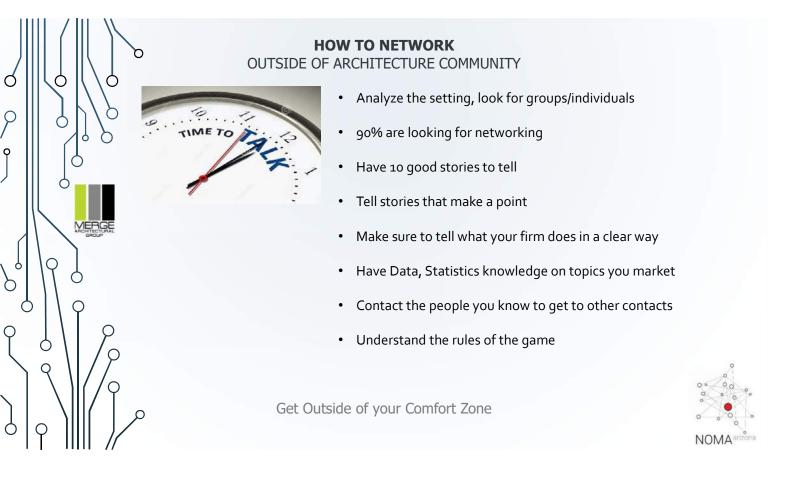


Large Group approach

Get Outside of your Comfort Zone





















HOW TO NETWORK

WITHIN YOUR ARCHITECTURE COMMUNITY

Elevator Speech #1

Hi I'm Carlos Murrieta, I am an architect.

I work at Merge Architectural Group.

I work on commercial, multifamily,
hospitality and office design projects.

The Elevator Speech





HOW TO NETWORK

WITHIN YOUR ARCHITECTURE COMMUNITY

Elevator Speech #2

Hi I'm Carlos Murrieta, I am a design junky,
I just love it! I get to help my clients design
memorable places and make Arizona a better
Place, on place at a time.

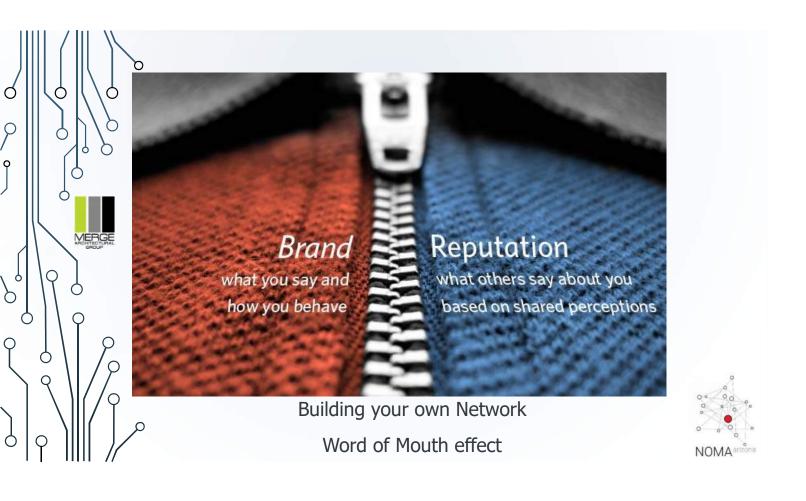
I work on many types of buildings and I specially enjoy the design experience.

The Elevator Speech







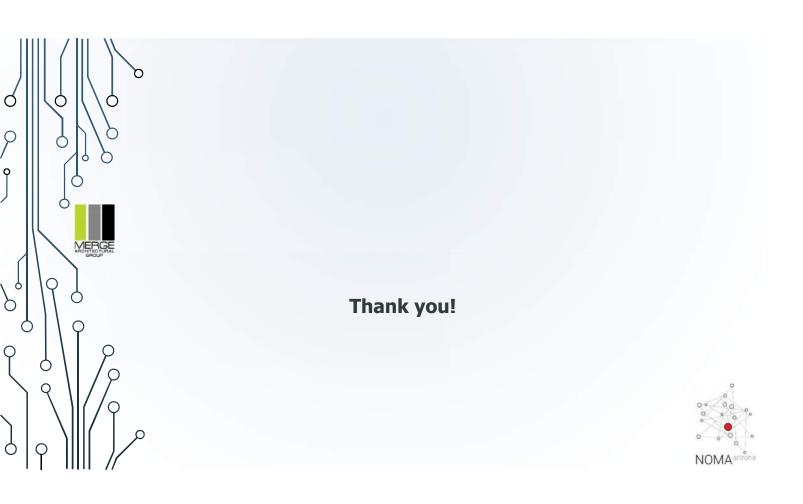




DEVELOP GOOD HABITS

- Stay in Touch
- Send Cards, hand written cards
- Birthdays
- Share Articles
- Invite clients to Speak at industry events
- Look for CM software



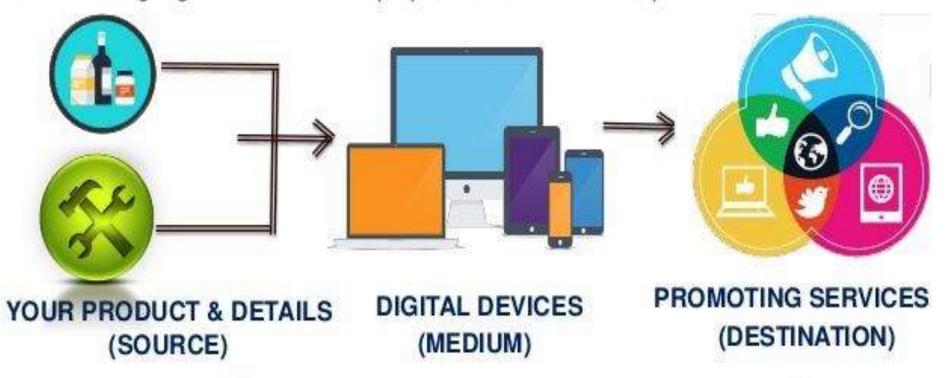




RICHAL WORLD STREET, TEMPE, NZ 85282
3125 S. 52 STREET, TEMPE, NZ 85282

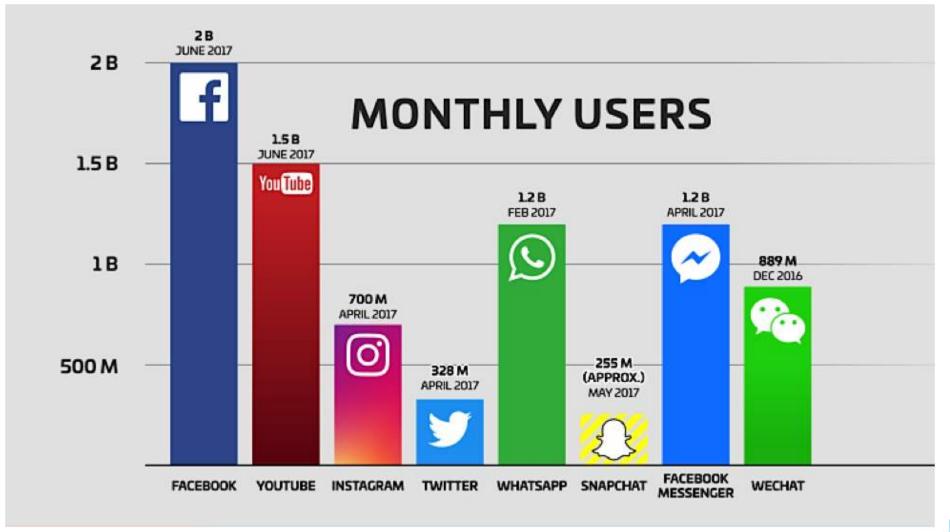
WHAT IS DIGITAL MARKETING?

Digital marketing is doing marketing of products, services, brands or people on Internet using digital devices like laptops, tablets and mobile phones.



Digital Marketing





What Problem Are You Trying To Solve?

Why do my competitors rank higher than me on Google?
What does it take to get to the top?
How do I hire the top SEO?
How long does SEO take & when will my phone start to ring?
Pay per Click or PPC, |Targeting | Results
How can I leverage social media for my business
I need a completed marketing team that will work with me



THE DISNEY EFFECT

History. The brand was originally used for the **Buena Vista** Distribution company by **Walt Disney** in 1953 after the release of Peter Pan to distribute his film and television productions, thus ending a 16-year affiliation with RKO Pictures.

Hand drawn vs. Computer Generated Art. Many of the hand-drawn artist were let go in the 1990's.

The Old vs.. The Evolution of CGI

CGI TARKIN VS. REAL TARKIN COMPARISON



https://www.youtube.com/watch?v=KsuvXHGCVXE

HOW TO PREDICT THE FUTURE?

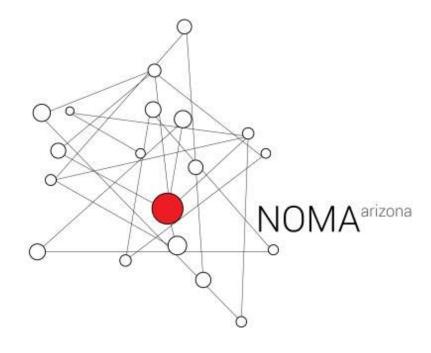
IN EVENT IT...

Why not create a Club that shares in the revenue. In sports this is called Defined Gross Revenues.

Made up of revenues from but not limited to: TV, Radio, Web, Streaming, Parking, Merchandising and Concessions.

WHAT CAN WE DO?

- 1. Create a eNewsletter that is sent via email blast each month
- 2. Have TED Talk's and invite clients and ask them to take part in the session
- 3. Partner with local publications on a 1 year Best of Interior designers
- 4. Create a YouTube Channel
- 5. Get you company web banner on as many partners sites as possible
- 6. Leverage social media with new business sectors
- 7. Explore participating in events to show off your work
- 8. Geofencing
- 9. Create a TV Show with the focus on commercial business, the mistakes, tips
- 10. Think BIG!



Thank you for your participation!



Special thanks to our food sponsor