



Course Outline: Designing Architectural Practice Success

*Transform your architectural practice into a sustainable & profitable business.
Transform yourself from a well-trained technician to a business leader.*

Where are you now?

- Are you running an architect's business but feel like a well-meaning amateur?
- You may feel there's been a significant gap in your business education?
- Is your revenue unpredictable?
- Are you working too hard for too little return?
- Are you unclear about where you are going next?
- Do you sometimes feel a sense of overwhelm and dread?

Are you looking for?

- Clear steps to help you build a thriving business on a solid foundation.
- A proven methodology for creating a clear vision of the future you want to create for you and your family.
- Easy to apply business tools that will transform your business.
- A source of support & help who understands your specific problems.
- Membership of a group of like-minded architectural professionals so you feel less alone.
- Individual coaching & mentoring as you transform your business

What's the next step in transforming your practice into a sustainable and profitable business?

Our Designing Architectural Practice Success course is structured to provide you with the business fundamentals to accelerate you along the trajectory you want to be on with your practice.

Over eight weeks you'll learn the key concepts across foundational areas of business, including finance, sales and marketing, vision, structure, leadership and management.

The lesson plan for this course is laid out below.

The course will consist of:

- ✓ 30 minute onboarding call to learn what kind of business you're trying to build and to ensure we can create value together.



- ✓ 8 weekly x 90 minute webinar sessions using the Zoom video platform (these will be available as recordings for you to access on an ongoing basis).
- ✓ 1 x 60 minute individual coaching calls with each program participant.
- ✓ Numerous downloadable tools and templates including a 65 page handbook

Because you don't know what you don't know

At Archibiz we structure our engagement with architects around the 3 levels of learning:

1. Understanding the concepts – learning the foundations of business
2. Knowledge and understanding – identifying the gaps in your business
3. Implementation – actioning business improvement projects

The Designing Architectural Practice Success course focusses on level 1 learning. It has been designed to give you an understanding of foundational business concepts and how they may be applied to your practice. By the end of the course you will be able to identify the gaps in your knowledge and understanding so that you can plan for those areas of your practice that you'd like to develop.

Our aim is to give you the tools you need to start your journey to a more fulfilling, profitable and happier life as an architect.



Module 1: Where are we now and how did we get here?

The journey in transforming your architectural practice to a thriving and profitable business starts with assessing where you're currently at – both personally and professionally. In this module we will address:

- Our learning process – what to expect and how to get the most from the course
- The history of architecture as a business
- The predictable stages of business – identifying which business stage your practice is at
- The mindset shifts in architecture
- The known and unknown gaps in our business knowledge
- Technician to Leader transformation – how to transition from the mindset of an architect to the mindset of leader of your practice

Module 2: Vision

Vision guides the destination. Get clear on where to next, for your practice. In this module we will cover:

- The power of vision – Understanding vision and how it sits in relation to your purpose
- Vision frameworks – Unpacking the mechanics of 'vision' and why it will transform your practice.
- Formulating your vision – how to design an energising view of the future for you and your team
- Incremental change – once we understand the destination, all we need is the next few steps to get started on our journey. We don't need to plot the whole route.

Module 3: Structuring for success

An appropriate and effective structure for your practice will form the foundations of success. In this module we will address:

- The problems with ownership – defining the three hats of your role in the practice and understanding what hat to wear when.
- Moving from "they" to "we" – transforming your thinking to that of the 'employee'
- The concept of 'board thinking' – creating a forum for regular strategic thinking above the day-to-day operations of the business.
- How to form and run a board

Module 4: Business development

The client is king. Learning to love your clients is key to bridging the gulf of expectations throughout the life of a project. In this module we will cover:

- A new way to think about business development



- The concept of the pipeline
- The how and what of business development
- Developing your 'Sandwich Story' – getting from communicating your 'what' to communicating you 'why'
- The Six Step Process that delivers consistently better client meetings
- Presenting your proposal
- Monitoring your business development activity

Module 5: Marketing

Marketing is your opportunity to cause the change that you'd like to see in the world and to serve the people you care most about. In this module we will cover:

- The concept of marketing
- How to find your audience and building personas
- Mapping your client journey
- The power of testimonials
- Running a project debrief
- How to design a website to serve your clients (rather than your peers)

Module 6: Building efficiency

Building efficiency is your best tool available for improving your personal productivity, time management and effectiveness. In this module we'll cover:

- Responsibility, accountability & authority – defining these three critical business terms and understanding how they relate to each other.
- The 3 functionality questions
- The 2 key recruitment questions
- Job descriptions – Your tool for getting the right resource on the right job at the right rate.
- Leadership & management – distinguishing between these concepts and maintaining balance in your role as leader of your practice

Module 7: Understanding the numbers

A base level of financial knowledge will empower you to make pro-active and insightful decisions about growth in your practice. In this module we'll address:

- Financial basics – learning the fundamentals of the three key financial reports
- Financial reporting – A practical set of tools to monitor the financial performance of your practice and make better decisions based on financial information
- Budgeting – your best tool for monitoring the financial health of your practice.
- Setting up and using KPIs



Module 8: What next?

How to make the most of what you've learned in this course.

How to make changes in your practice while doing good architectural work.

- Incremental change is the key
- How to use the Development Plan template
- Making the most of project teams
- Creating your own 6 months action plan
- Celebrating your wins
- Rewarding success



Course Fees

The fee for the 8 week course is typically \$2,900+GST.

The is invoiced across two payments - 50% deposit prior to the course commencing with the final 50% payable by Module 4 (week 4).

We would like to offer ArchiTeam members the special price of \$2,400 + GST.

This includes:

- ✓ 30 minute onboarding call to learn what kind of business you're trying to build and to ensure we can create value together.
- ✓ 8 weekly x 90 minutes webinar sessions using the Zoom video platform (these will be available as recordings for you to access on an ongoing basis).
- ✓ 1 x 60 minute individual coaching call
- ✓ Numerous downloadable tools and templates including a 65 page handbook
- ✓ Feedback on your progress

Guarantee

We believe that if you succeed, we succeed. That's why we guarantee our results.

Our guarantee isn't the typical sneaky "kick the tyres, check it out, you'll be satisfied – we promise!" style of guarantee. We stand behind our course 100% because we know it works when you take action.

The difference between information and real education is partnership. In a true education experience, the teacher and student 'share' responsibility for the student's success. The teacher is invested just as much as the student. With Archibiz you have a committed partner in your course success.

Your responsibility in the partnership is to bring 100% of your effort and expertise; to participate, read, watch and do the homework and to reach out when you need help with the course.

If you don't find value in the first 4 weeks of the Course and have brought 100% of your effort and expertise in that time, then we will refund 100% of your money. You just need to let us know by Module 4 of the course.

Testimonials

"I knew we had gaps in our practice, but the course helped me understand what had to happen to fill them."

- Kate Fitzgerald, Whispering Smith

"I took practical value in terms of finances and budgeting, through to sales"



and marketing. The true value I got was a philosophical way of thinking about how we do things in business."

- Antony Martin, MRTN Architects

"I really like the way Ray cuts through all the business waffle and makes complex things seem simple and accessible."

- Anne Hindley, Hindley & Co

About Archibiz

We help ambitious architects create successful practices so they can live the life they desire, whilst building a better world.

We do this by providing:

- Clear steps to help you build a thriving business on a solid foundation.
- A proven methodology for creating a clear vision of the future you want to create for you.
- Easy to apply business tools that will bring process to your organisation.
- Membership to a group of like-minded architectural professionals so you feel less isolated.
- Individual coaching and mentoring to transform your practice into a thriving business.

For more information about Archibiz visit <http://archibiz.com.au>

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