

AIA Grassroots 2017: Leadership plenary sessions and component operations sessions

Thursday, March 9, 2:30–4pm

Workshop A1

Building an Inspiring and Sustainable Practice through Equity, Diversity and Inclusion (1.5 LUs)

Dr. Shirley Davis, CSP, President and CEO, SDS Global Enterprises, Tampa

It's not the money. It's not the work itself. It's the culture.

Research reveals that workplace culture impacts morale, hiring, productivity, and health and wellness. It also affects your organization's brand, image and reputation, both internally and in the community. So what does it take to create a winning and sustainable practice that fosters a culture of inclusion—one that attracts top talent, increases performance, and enhances collaboration and creativity. The presenter will share the latest research and best practices that reveal how winning cultures are created and how they lead to significant benefits to the employer, the employee and the bottom line.

Learning objectives

- define how company culture is created and reinforced
- describe the latest research on the current state of workplace culture and diagnose your own firm's culture against national benchmarks
- explain the business case and benefits for creating a winning culture in your firm
- describe the seven outcomes of winning cultures that you can implement in your practice

Workshop A2

Community Leadership: Getting Involved to Impact Change (1.5 LUs)

Mary Follenweider, AIA LEED AP, Board Director, AIA Ventura County

Seth T. Hufford, Partner, The People Group LLC, Pittsburgh

This workshop explores how to help you grow personally and professionally while contributing time and energy to community issues. The presenters will explore how to tap your passion for involvement and the importance of volunteering. Working in small groups, you will identify community challenges where your expertise can be utilized and create a plan for getting involved. Find out effective strategies and techniques including research on meaningful involvement as a volunteer.

Learning objectives

- become aware of the importance of volunteerism, engagement, accountability and recognition
- identify issues for which you have a passion
- create a plan for involvement
- share resources and experiences

Workshop A3

Emotional Leadership: The Key Success Factor (1.5 LUs)

David Moriah, Founding Director, Cornell University Outdoor Education Programs, New Jersey

This workshop is limited to 35 participants, NO EXCEPTIONS.

Emotional Intelligence (EI) competencies are at the heart of effective workplace relationships and productivity. They provide an integrated set of skills that support highly effective, fast-reacting and innovative organizations. This seminar emphasizes the practical application of the EI model (self-awareness, self-management, social awareness, and relationship management). Participants will engage in small group discussions about personal results and opportunities to develop EI in yourself and others.

Learning objectives

- become aware of the elements of emotional intelligence
- assess your emotional intelligence strengths and developmental needs
- design a strategy to increase your emotional intelligence
- explore ways that emotional intelligence can be addressed in the workplace

Workshop A4

Engaging the Media: How to Maximize a Press Interview (1.5 LUs)

Christina Mozaffari, Vice President, Phillips Media Relations, Washington, DC

Matthew Tinder, Senior Manager, Media Relations, AIA National

This workshop will be repeated from 3:45–5:15pm.

Television, newspaper, radio, and podcasts are key channels to explain why our work matters. Sitting down for an interview is a powerful opportunity to advocate for your field, correct misconceptions, and put a personal face to the media. Interviewing requires more than just distilling your message into sound bites: You have an opportunity to tell a compelling story that demonstrates the role and value of architects. Anybody who does this well took the time to understand the dynamics of the interview process. This workshop will cover how to get journalists interested in your work, how to prepare for media interviews, and analyze examples of good and bad interviews.

Learning objectives

- hear the best approaches to developing and fostering relationships with journalists, editors and bloggers
- become aware of how getting bylined articles published in vertical trade publications can lead to new business
- examine techniques to use during a press interview
- summarize the dos and don'ts of working with the media

Workshop A5

Component Restructuring (1.5 LUs)

Moderator: Vicki Long, Hon AIA FL, CAE, Executive Vice President, AIA Florida

William Babcock, Hon. AIA, Executive Director, AIA Wisconsin

Becky Magdaleno, CAE, Executive Director, AIA Palm Beach

Lisa Richmond, Executive Director, AIA Seattle

In support of the component accreditation program, several components have explored opportunities to simplify component structure and streamline operations, while continuing to offer enhanced member service. Hear from three components that have adapted models that can be used by components, large or small. The presenters will discuss the processes and decisions they considered—governance, finance, board representation, continuing education and more, avoiding duplication and increasing efficiency in the delivery of member services.

Learning objectives

- discuss the process
- recognize the benefits of chapter partnerships
- examine the legal and financial considerations for mergers
- identify tools and resources

Workshop A6

Speak Like a Pro (1.5 LUs)

Gary Rifkin, Chief Learning Officer, CoreClarity, Dallas

This workshop is offered again on Friday from 9:15–10:45am.

The ability to communicate with both professionalism and passion is a requirement for today's leader. Whether speaking to a client group, city council, or planning commission, your presence and style affects your impact on the audience. "Speak Like a Pro" will help you build both your competence and your confidence as a presenter and make your speeches come alive. The session is designed for both intermediate and more experienced presenters who want to sharpen their skills in a hands-on experiential session. A number of audience members will

have the opportunity to give brief speeches and get practical ideas on making them more polished, professional and powerful.

Learning objectives

- use of techniques that never fail to ignite an audience and use of your passion to be more powerful in any presentation situation
- design stories that illustrate your point and activities that engage your audience.
- Create dynamic openings and action-oriented closings that keep the audience focused on you and your message
- demonstrate professional knowledge and expertise to any audience without overuse of jargon and terminology

Thursday, March 9, 4:15–5:45pm

Workshop B1

Courageous Leadership (1.5 LUs)

David Moriah, Founding Director, Cornell University Outdoor Education Programs, New Jersey

This workshop is limited to 35 participants, NO EXCEPTIONS.

Courage is the first virtue of leadership success. Leaders require courage to make bold decisions even when there are dissenters, to say what needs to be said no matter the consequences, and to place their trust in those they manage. This session will examine the role of courage in being an effective leader through the study of an actual historical event. Personal reflection and assessment of your own approach to risk taking and opportunities to demonstrate courage in your own leadership will be explored.

Learning objectives

- identify the role of courage in being an effective leader
- assess your own comfort level with taking risks
- identify situations in your leadership that call for courageous action and develop a strategy
- analyze the voyage of the Endurance in 1914

Workshop B2

Engaging the Media: How to Maximize a Press Interview (1.5 LUs)

Christina Mozaffari, Vice President, Phillips Media Relations, Washington, DC

Matthew Tinder, Senior Manager, Media Relations, AIA National

Television, newspaper, radio, and podcasts are key channels to explain why our work matters. Sitting down for an interview is a powerful opportunity to advocate for your field, correct misconceptions, and put a personal face to the media. Interviewing requires more

than just distilling your message into sound bites: You have an opportunity to tell a compelling story that demonstrates the role and value of architects. Anybody who does this well took the time to understand the dynamics of the interview process. This workshop will cover how to get journalists interested in your work, how to prepare for media interviews, and analyze examples of good and bad interviews.

Learning objectives

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Workshop B3

Financial Responsibility and Risk Awareness (1.5 LUs)

Bob Harris, CAE, Harris Management Group Inc., Tallahassee

Sound financial management is essential to the effective operation of every component. A role of the board is to increase and protect the assets. Beyond the unique aspects of non-profit financial literacy is a need to be alert to potential risks. The presenter will cover sound financial budgeting and reporting, internal policies, IRS Form 990 and possible risks that can damage a component's health, such as liability, copyright infringement, antitrust violations, etc.

Learning objectives

- summarize sound financial processes, necessary record keeping, and internal control documents
- discuss processes for developing policies
- identify strategies and tips for protecting the organization against risks
- understand the purpose of IRS Form 990 and how to comply

Workshop B4

How to Talk about Architecture with Clients and the Public

Caitlin Reagan, Manager, Public Affairs, AIA National

Frank Scanlan, Managing Director, Strategic Communications and Content, AIA National

While there is great respect for architects, there's little understanding of what they do, or how their work affects others. Let *The AIA Message Book* be your guide for crafting clear, positive, and memorable messages. Supported by a tremendous amount of research and developed with AIA members, this guide helps bridge the gap between architects and the public. *The AIA Message Book* assists you in explaining the work of architects. It uses message points,

statistics, and anecdotes grouped in topic areas that you can customize or share as examples with potential clients.

Learning objectives

- understand the importance of crafting a well-designed message and how it registers with listeners
- identify key words that convey your point, but also advance the profession
- formulate brief talking points and messages that use key words for your listener to remember and be able to repeat back
- develop informational and motivational proof points that support one of the four bold statements outlined in the guide

Workshop B5

Leadership & Communication–The Skills of Champions! (1.5 LUs)

Michael Buell, FSMPS, CPSM, Coach and Mentor for the A/E/C Industry on Client Engagement and Leadership Development, Salt Lake City

This workshop will address three of the most important characteristics that will strengthen your reputation as a leader in your firm, in the industry, and within AIA and the business community. This interactive discussion will focus on the core characteristics of true leaders, how to get the most out of your daily interactions with you clients, colleagues and peers, and how to help your firm stand out among the myriad of other design firms.

Learning objectives:

- become aware of how to best synergize the assets of your managers and leaders
- recognize how to identify the most prominent behaviors in those you engage every day
- explore how to adjust your approach to maximize successful communication outcomes
- gain insight on how to genuinely answer the question “what makes you different?”

Workshop B6

Managing Project Conflicts (1.5 LUs)

Seth T. Hufford, Partner, The People Group LLC, Pittsburgh

This interactive workshop examines effective tools for engaging stakeholders and understanding conflict when working on public projects. Working in small groups, participants will use a current project to explore new collaboration possibilities and diagnose areas of conflict.

Participants will also have an opportunity to present information about their project in a mock press conference in order to sharpen presentation skills. Lastly, participants will gain insights from their peers on how to address situations.

Learning objectives

- map stakeholders and collaboration partners
- identify sources of conflict
- sharpen presentation skills
- gain insight from peers

Friday, March 10, 9:30–11am

Workshop C1

Board Responsibilities in Governance (1.5 LUs)

Bob Harris, CAE, Harris Management Group, Inc., Tallahassee

The role of the board is to advance a mission, serve the members and protect the component's assets. Most directors are excellent at management but have minimal understanding of the nuances of governance. The session will clarify the purpose of a board and the responsibilities of directors.

Learning objectives

- distinguish governance (board) from management (staff) roles
- examine fiduciary duties of care, obedience and loyalty
- examine how to set strategic direction and realistic goals
- assess how to handle conflicts of interest

Workshop C2

Being the Strategic Partner Everybody Wants to Have– In the Board Room and On the Project (1.5 LUs)

Michael Buell, FSMPS, CPSM, Coach and Mentor for the A/E/C Industry on Client Engagement and Leadership Development, Salt Lake City

This interactive discussion will share success stories and lessons learned from dozens of partnership experiences from a myriad of projects across the country. The presenter will provide you the most comprehensive collection of answers to the *when, why* and *how* to create strategic alliances that produce powerful and long-term success. The most important aptitudes and attitudes that can help earn your projects managers the reputation as a leader with their team, partners and clients will be highlighted.

Learning objectives

- understand how to create the best win/win partnerships that inspire owners to want it again
- recognize how to define what strong client relationships look, feel and sound like
- explore how to go beyond client satisfaction and gain client loyalty
- discuss how to be the leader in this industry and your community

Workshop C3

Building an Emerging Professionals Network (1.5 LUs)

Nicolas Caravella, Assoc. AIA, Director-at-Large, AIA National Associates Committee

Megan Dougherty, LEED AP, Assoc. AIA, Regional Associate Director, AIA California Council

Ben Kasdan, AIA, AIA California Council

Brandon Warshofsky, Assoc. AIA, Region Associates Director, AIA New Jersey

At all levels of the AIA, components are seeking ways to engage emerging professionals, to empower them as effective leaders within the organization, and to provide them with the tools to become advocates for the profession and within the communities they serve. This session will focus on two components' experiences in establishing an emerging professionals network and provide attendees with tools and specific recommendations that can be implemented within their own components for successful results.

Learning objectives

- discuss how to structure emerging professional leadership groups
- examine strategies for identifying leadership opportunities for emerging professionals
- identify resources needed for successful engagement
- examine how to organize grassroots advocacy efforts

Workshop C4

Know Thyself: Managing Cultural Difference

Maureen Linkner, PhD, Professor of Philosophy, University of Michigan, Dearborn

Coming to know your own beliefs, particularly about social and cultural differences, and discussing those beliefs openly and in public with people who have different cultural experiences can be challenging. In this workshop you will consider how 'knowing thyself' is as hard in organizations and businesses as it is in our communities, in the media, in politics and in global divisions and international affairs. The presenter will examine the factors that shut down constructive dialogue between people with different cultural experiences, and explore strategies to increase self-knowledge and self-awareness, applying these to challenging issues of cultural competence.

Learning objectives

- identify the factors that contribute to undermining self-awareness
- reflectively assess social and cultural beliefs
- actively promote self-understanding about cultural differences
- create initiatives that will energize people around diversity and cultural competence

Workshop C5

Materials Matter (1.5 HSW)

Brad Guy, Assistant Professor and Director of the Masters of Science in Sustainable Design, Catholic University of America, Washington, DC

Lisa Richmond, Executive Director, AIA Seattle

Melissa Wackerle, Sr. Director, Sustainable Practice & Knowledge, AIA National
Representative from the Integrated Design Lab, University of Washington

Materials matter—for human health and the environment—but navigating the mélange of information from building product manufacturers, certification systems, and client demands can be challenging for our members. AIA National, AIA Seattle, and the University of Washington have partnered on new online and in-person education available to all AIA chapters to help architects be more effective material specifiers. In this session, we'll explore the need for credible, easy-to-understand education about materials; preview content from the series; and discuss the resources available to your chapter.

Learning objectives

- communicate with members about the need for advanced education about materials
- understand the issues members must address regarding materials and human and environmental health
- identify opportunities to align local programs with national sustainability initiatives
- access curriculum and communication materials to offer Materials Matter in your local chapter

Workshop C6

Speak Like a Pro (1.5 LUs)

Gary Rifkin, Chief Learning Officer, CoreClarity, Dallas

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