

ARCHITECT AS ENTREPRENEUR: Everything but the Architecture

Course Number: LBSB24-13 (1.0 LU)

Provider Name: AIA Long Beach/South Bay

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It's widely acknowledged that an architect's education rarely covers the crucial business skills essential for running a successful practice. Academic programs excel at producing skilled designers but fail to equip them with the requisite business acumen to navigate the complex landscape of architectural practice. This disconnect has left many architects proficient in design and construction but novices in business, contributing to architecture's rank as the least profitable profession.

Join Steven Burns, FAIA, as he delves into the business of architecture, sharing insights from his 40-year career as an architect, entrepreneur, and founder of three successful companies. He will explore how architects can remove the professional blinders their educational pathways often impose. By revealing personal stories and strategies, Burns aims to demystify the operational and strategic aspects of running a successful practice.

This session promises to inspire architects to transform their practices into thriving businesses. It emphasizes the importance of viewing their firms as the most important project they will ever undertake. Join Steven to discover how to apply strategic thinking to your practice, ensuring it stands out in a competitive industry.

Learning Objectives:

Attendees will learn how to build a strong foundation for making informed, strategic business decisions that enhance their firm's success.

Attendees will learn about effective marketing techniques and client engagement strategies to ensure their firm attracts and retains lucrative opportunities.

Attendees will gain an understanding about the gaps in traditional architectural education that hinder them from acquiring essential business skills necessary for running a successful practice.

Attendees will develop strategies for integrating business acumen into architectural practice, leveraging insights and experiences to navigate the complex landscape of the industry.

