



Australian
Institute of
Architects

Learning Outcomes – Embracing Culture: the culture of work

- Explain the metaphor of DNA for understanding an architectural practice and apply this concept to critically analyse your own practice.
- Identify key levers of the business of architecture and described key elements of practice's operating environment.
- Appreciate the importance of personal and professional growth to create culture within the context of an architectural practice and evaluate strategies for fostering this growth in your own practice.
- Implement approaches to ongoing education and training in your practice to develop your people and equip your practice to adapt to emerging trends, adopt beneficial change and achieve desired growth.
- Enumerate key strategies for marketing and growing an architectural practice.