

Getting your practice  
*fit* for business success

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Member Lean In session: How to create a pipeline of work



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Creating a pipeline of work  
is all about connecting with  
more clients.

You have to do it.

No excuses!

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19:23 / 59:07



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Member Lean In session: SYSTEMology - Create time & scale your profits with proven bu...



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David Jenyns



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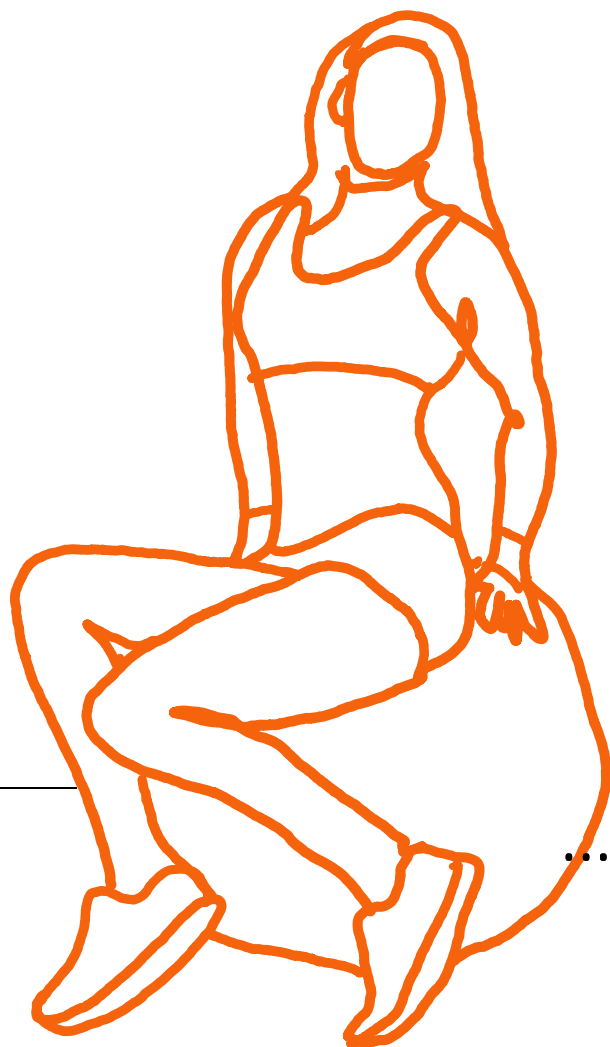
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Chances are that the challenges of the past few months have left your practice a little lethargic and 'overweight'...





...so it's likely you've joined today's session to find out how you can start to get back into shape.



# SUCCESS

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How do we make success happen?

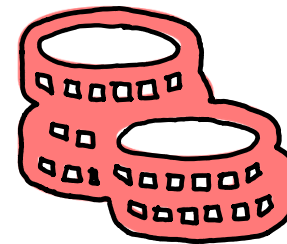




Just wishing...

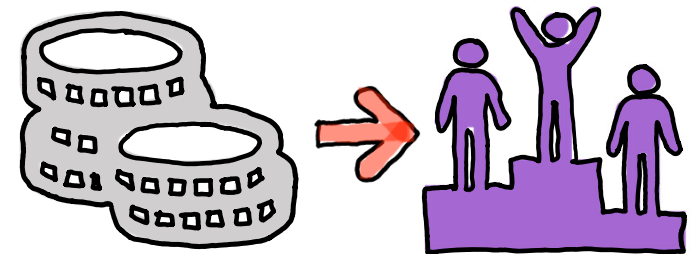


...and hoping!



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Most businesses measure success based on  
*financial results.*



Why

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Financial outcomes simply provide the *fuel* for our business to achieve its core *purpose*.





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“...not only to increase *shareholder value*, but to promote development of the *individual*, well-being of the *community*, and respect for the *environment*.”



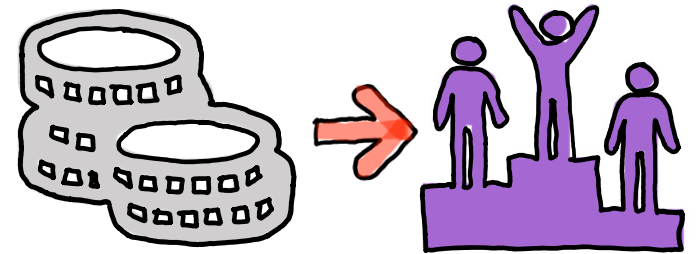


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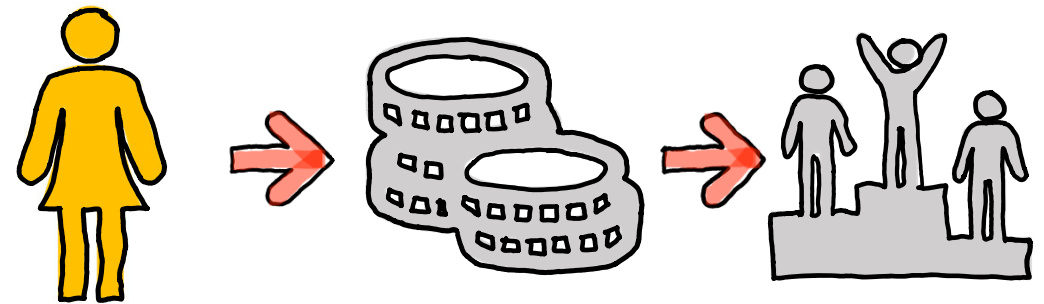
“GoPro helps people capture and share their lives’  
most meaningful experiences – sharing our  
collective experiences makes our lives more fun.”



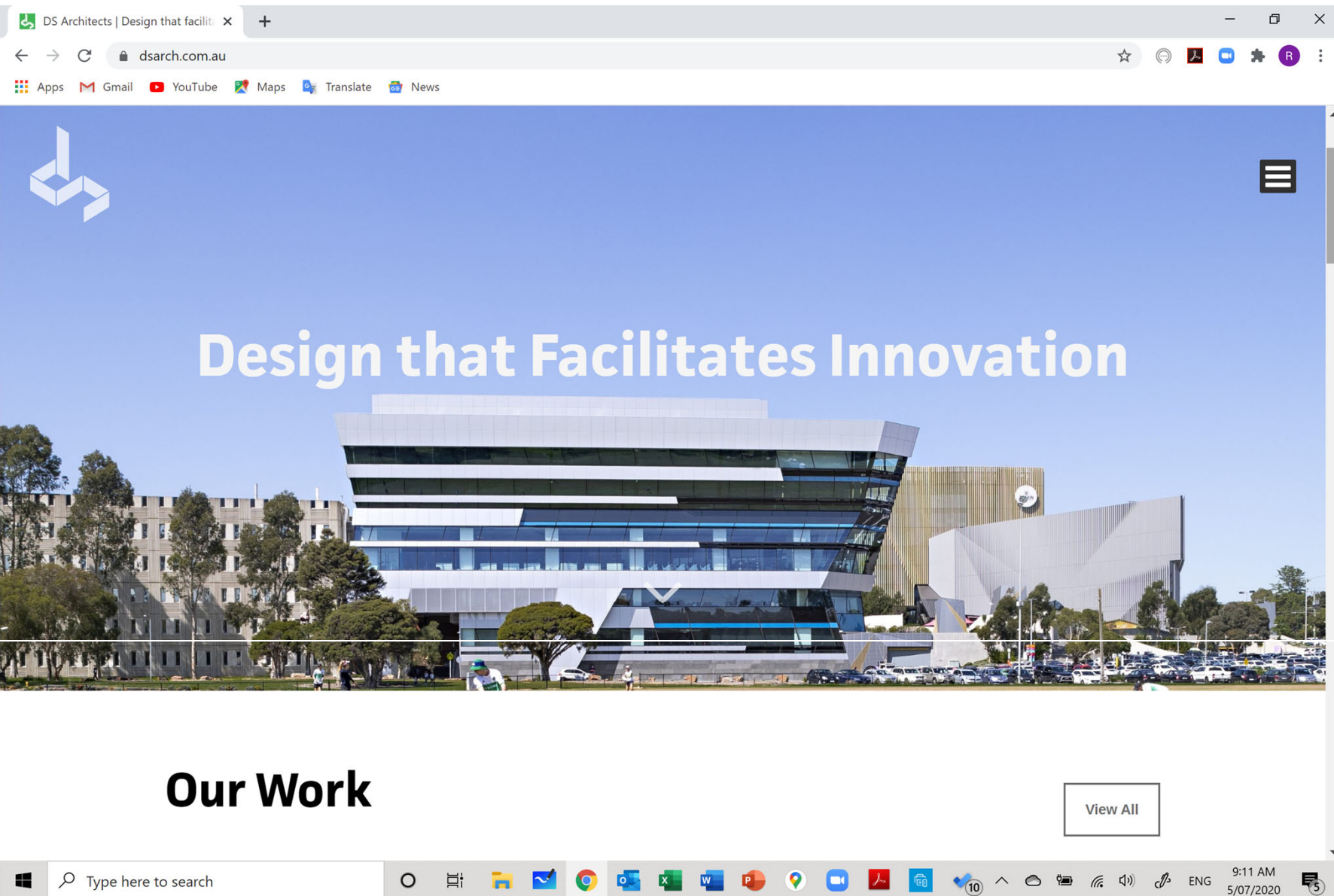




Your business *purpose* (or ‘mission’) must clearly describe how you intend to change people’s lives, how you’ll make the world a better place.



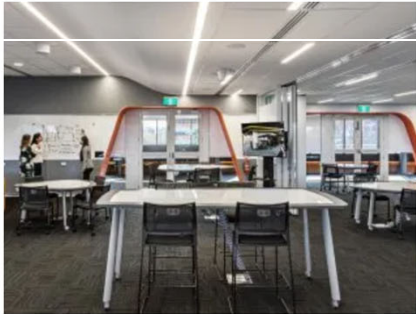
Success can't happen without a strong focus on who our '*customers*' are and what they want.

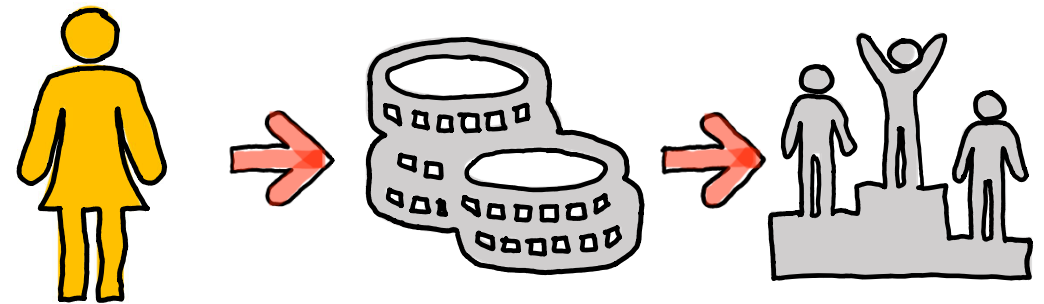




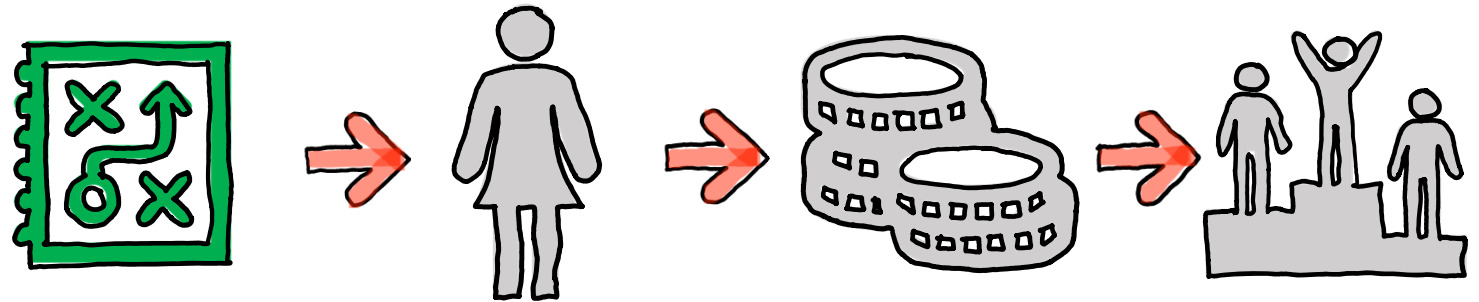
# Our Work

View All





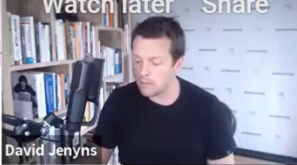
Success relies on knowing our *'ideal client'* and on sharing a practice story that encourages them to *know, like and trust* us.



Customer success comes from ‘*complete business reliability*,’ which means constantly evolving the quality of our *systems and processes*.



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David Jenyns

9:41 am Tue 9 Jan

MORE VIDEOS



40:57 / 1:11:06



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## The 'Big Mac' Effect



What we promise

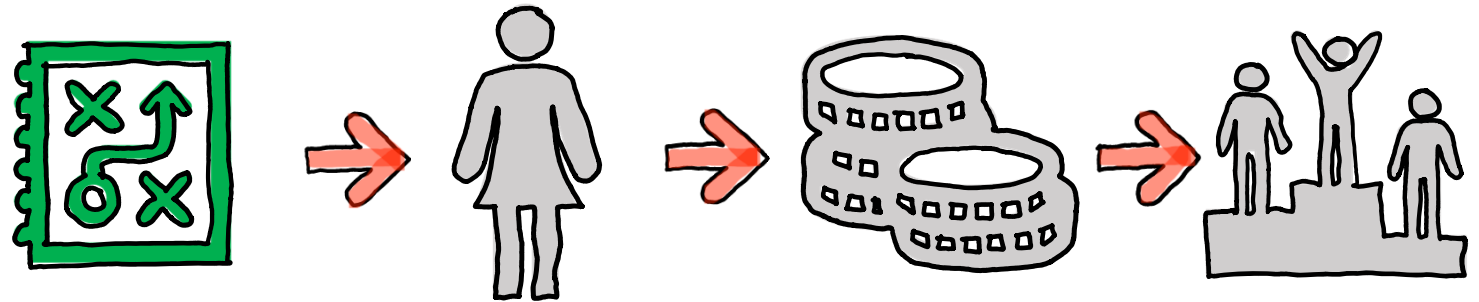


What we deliver

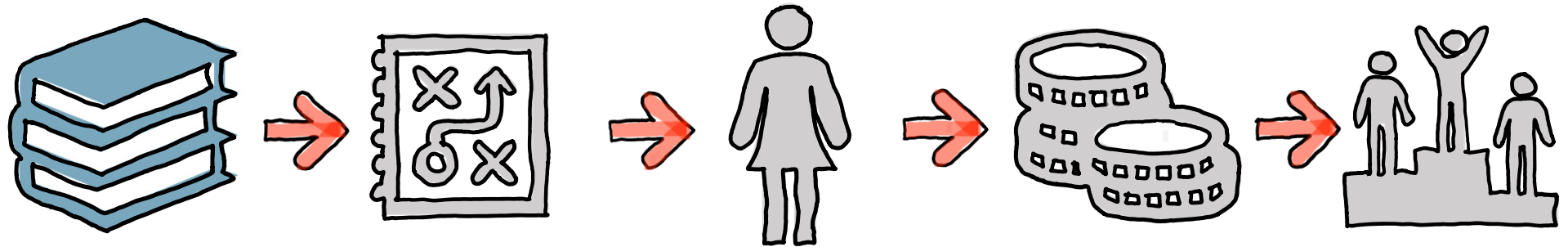
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Even the best-documented *systems and processes* don't always lead to great service.

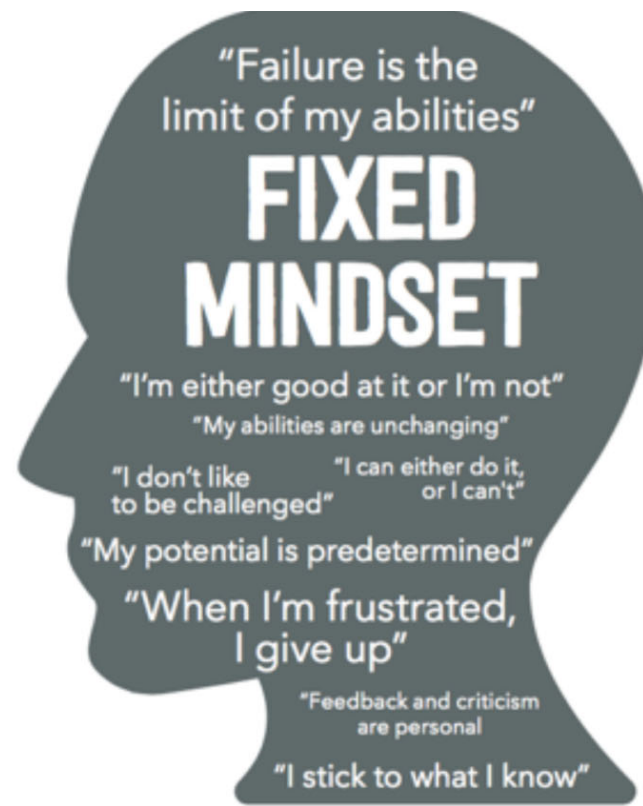




Our *systems and processes* are only as effective as what we *do*, not what we say we'll do.

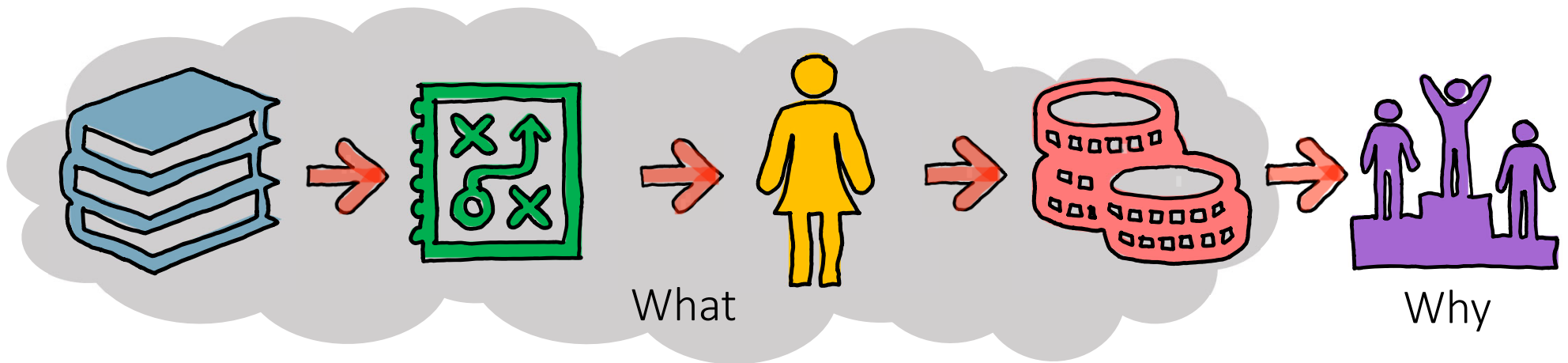


*Learning and Growth* fundamentally underpins all business development and, ultimately, *success*.



*Learning and growth can only happen effectively if we operate with a 'growth mindset.'*

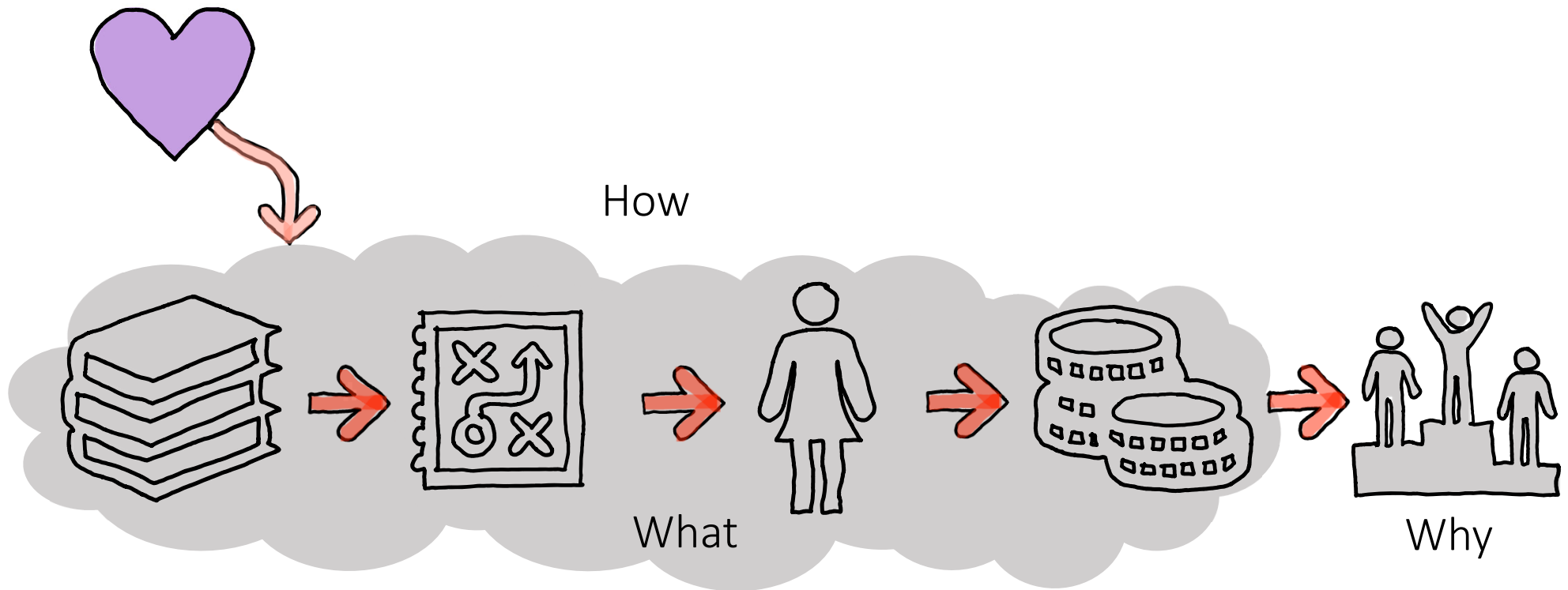
How



What

Why

Success doesn't just happen!  
But it can be created... and there is a recipe!

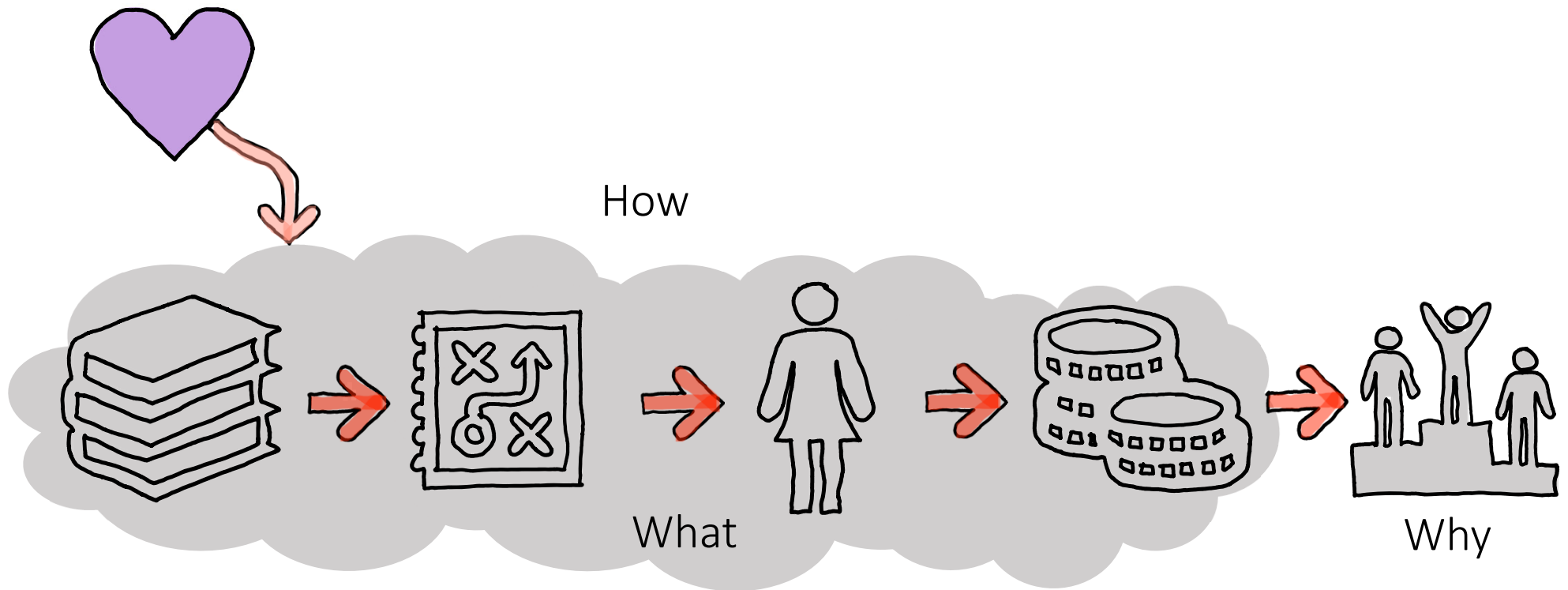


We need to behave, communicate and relate to others in line with clear and agreed standards – our *values*, or *culture*.

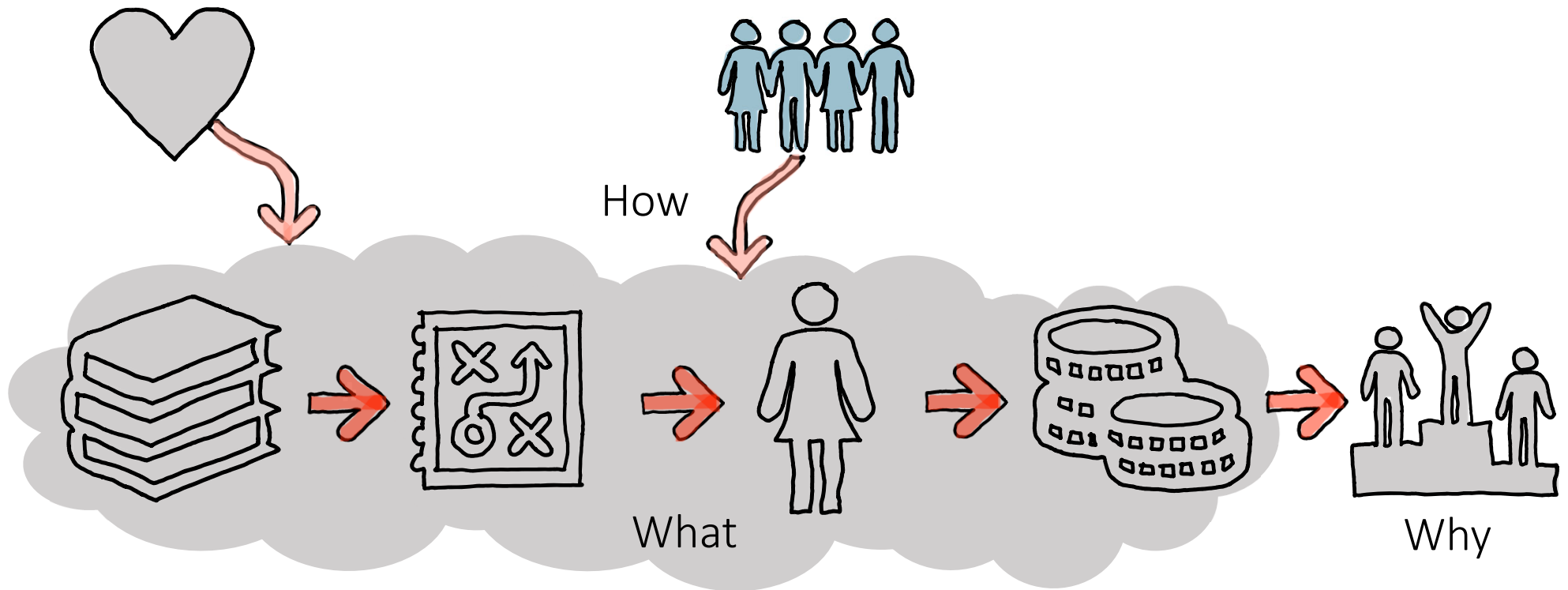


Respect for people, community and the environment  
are at the forefront of our approach to architecture.

**Respectful Architecture.**

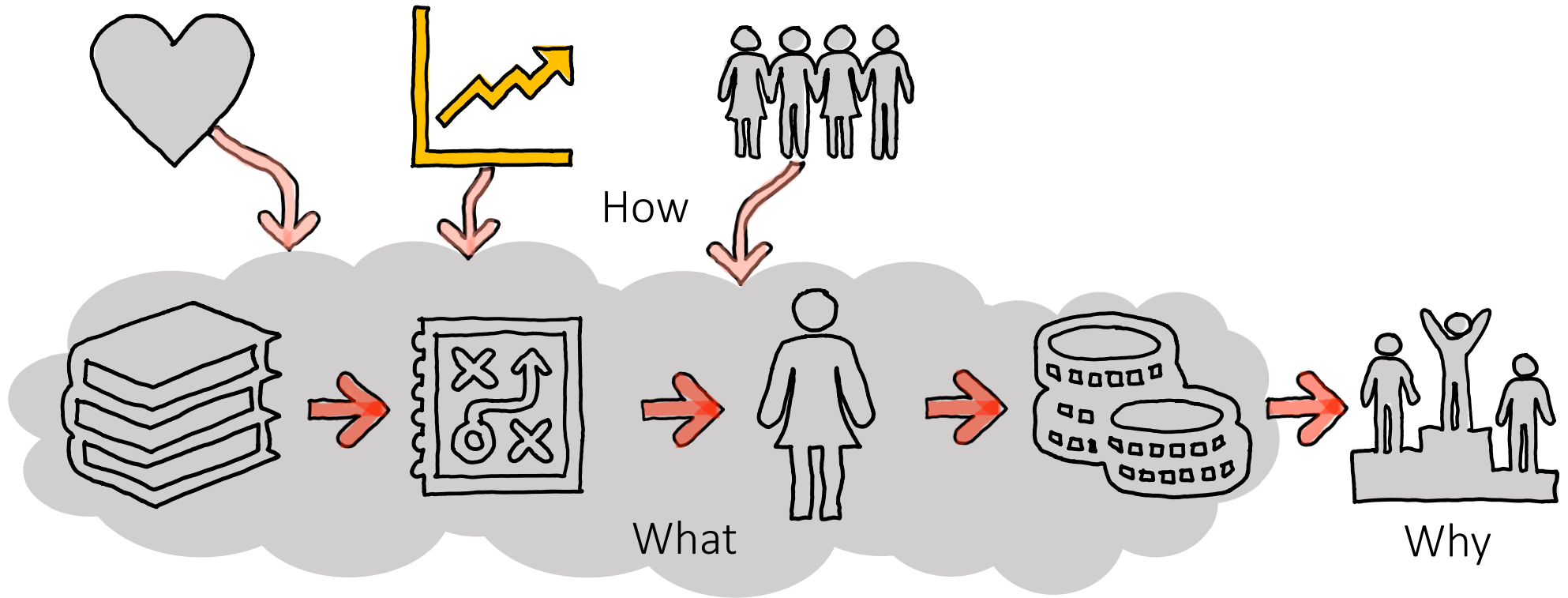


Our values *guide* and *influence* how we operate, but they don't provide an absolute guarantee.

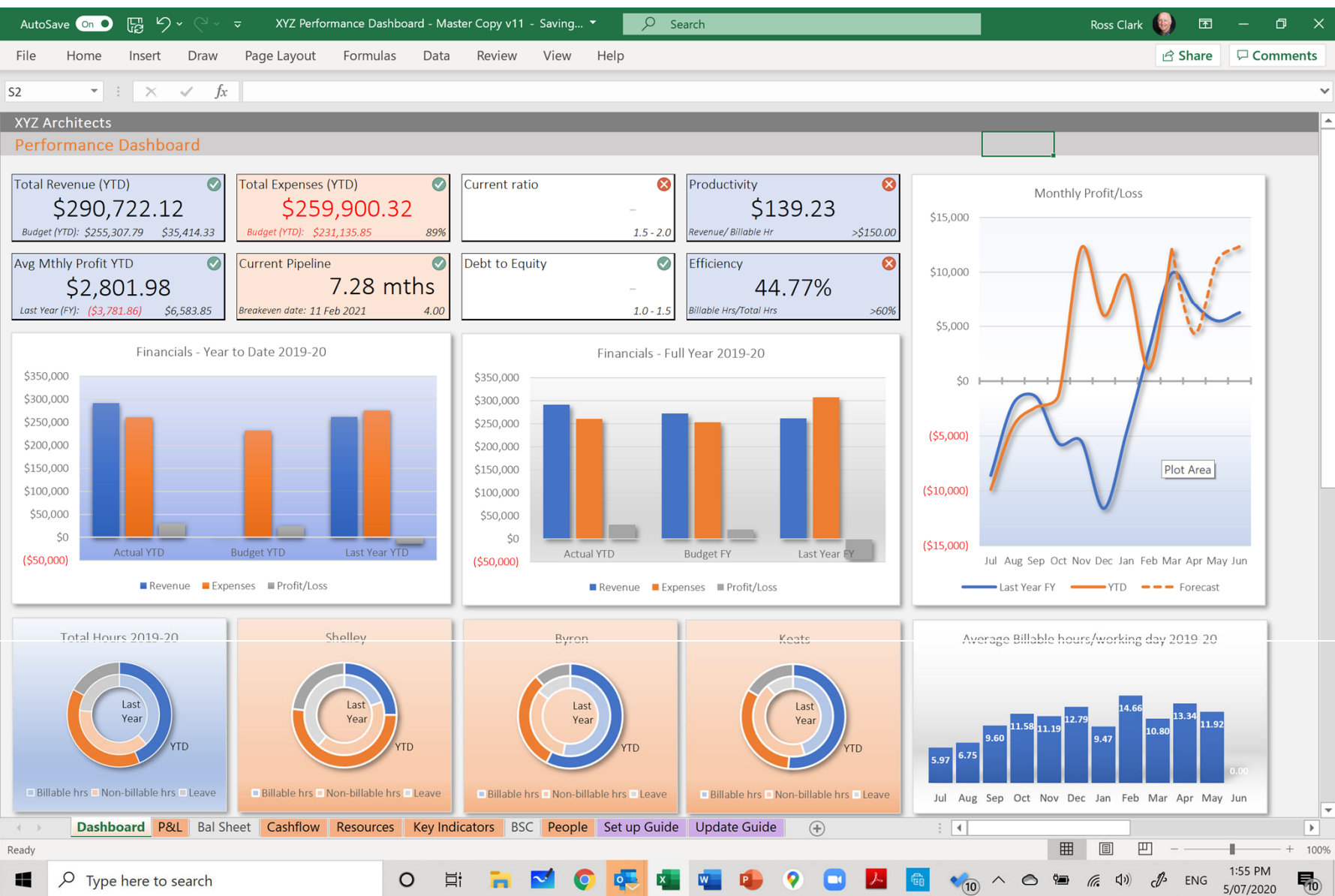


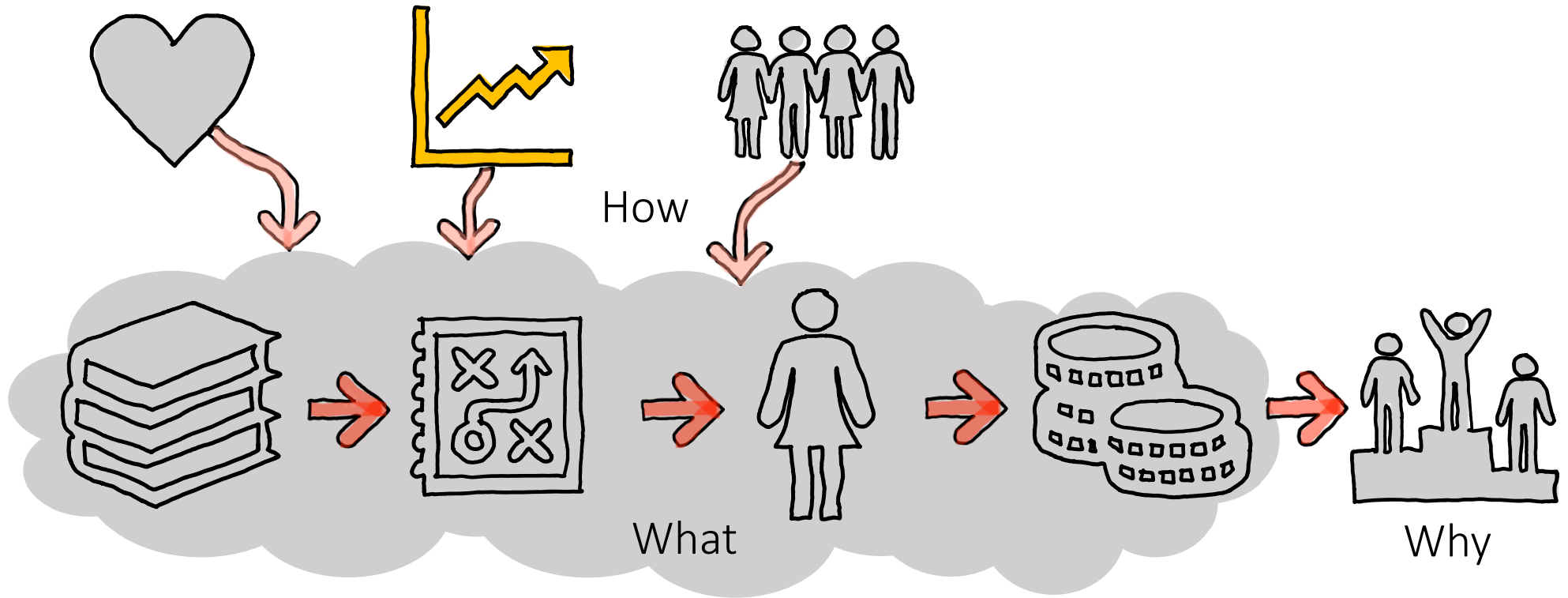
Success requires that we have *sufficient* and *appropriate* resources for our *team*.



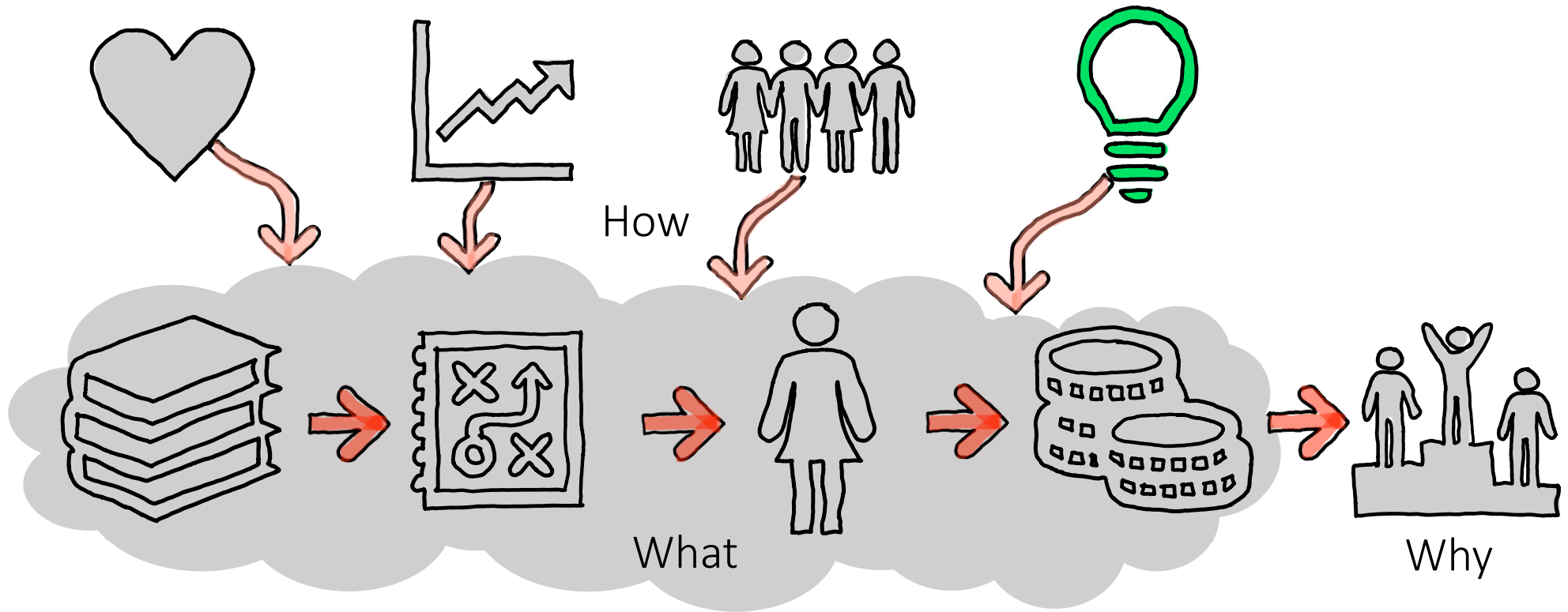


Effectively measuring our *performance* as a practice is integral to our success.

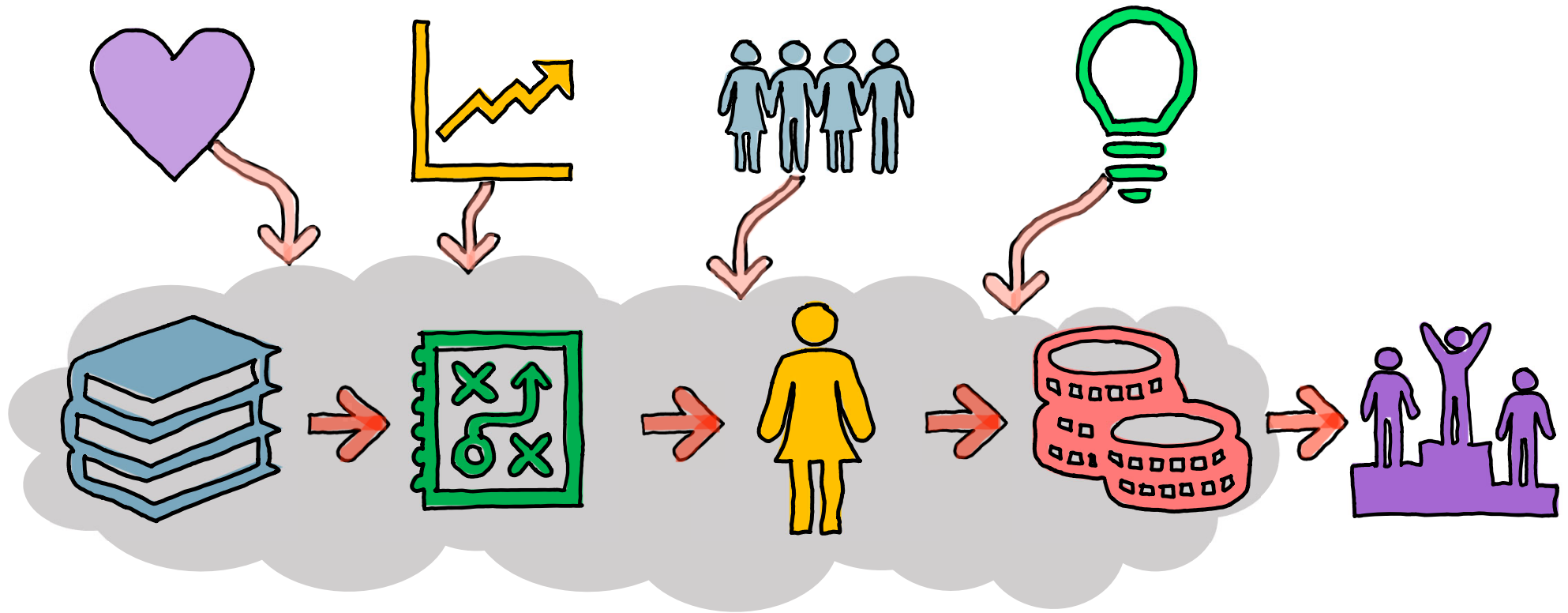




The single most common concern architectural staff have about practice leaders is the lack of meaningful performance feedback.



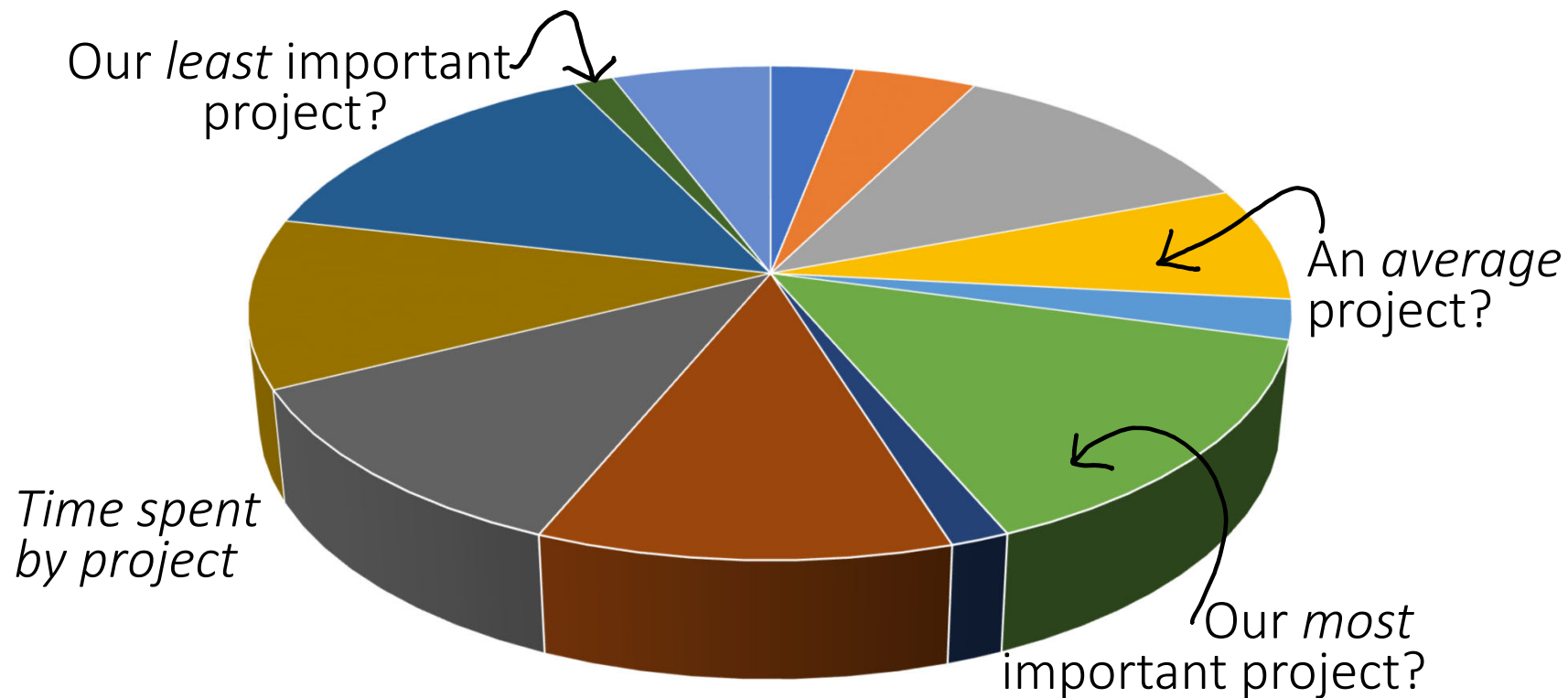
Success isn't a destination, it's a journey – reliant on continuous *change, innovation* and generation of new *ideas*.



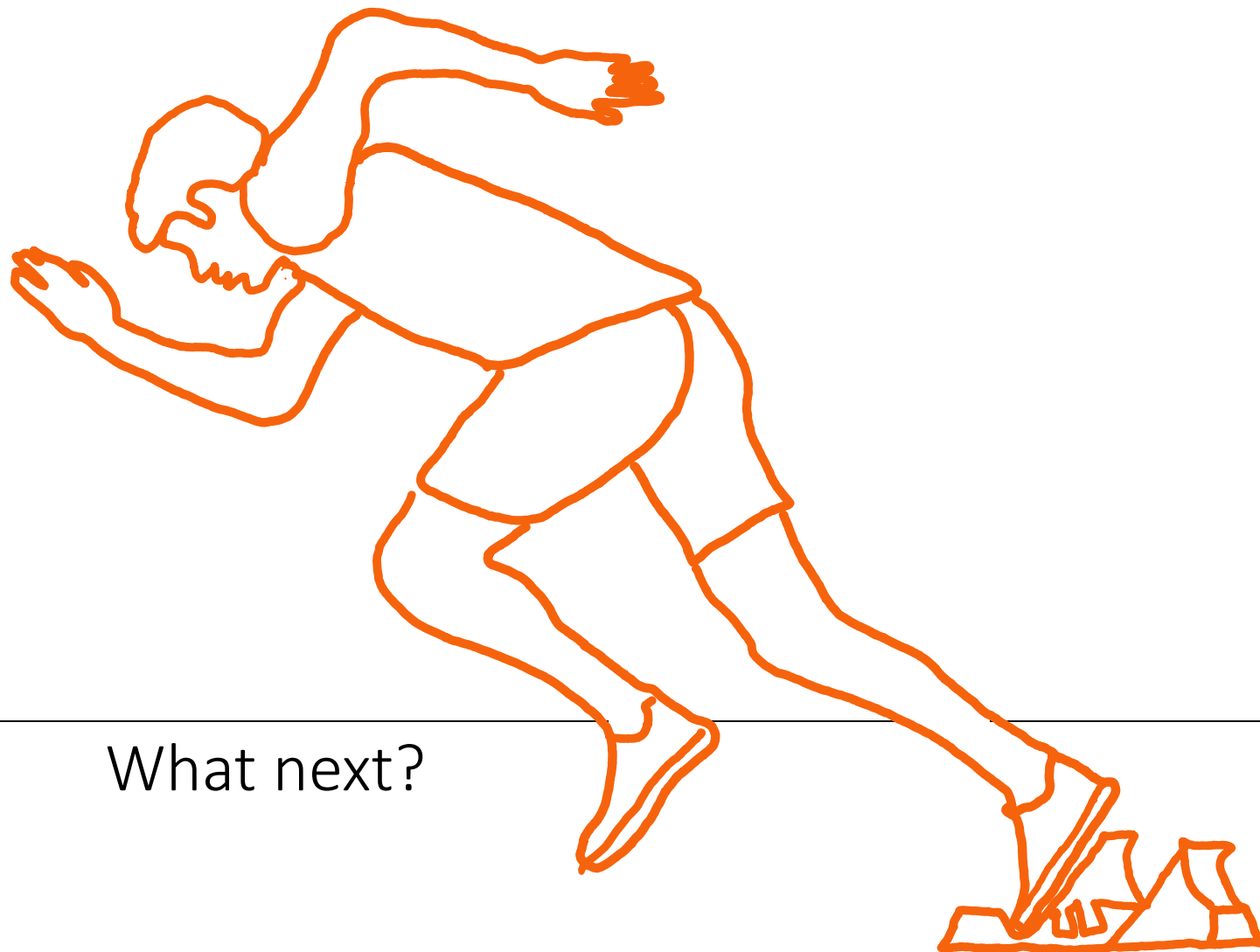
The 9 essential ingredients for a practice that's  
*fit* for business success.



Becoming successful is hard work...  
...but so, actually, is being *unsuccessful*!

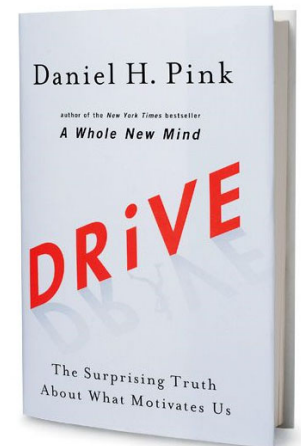
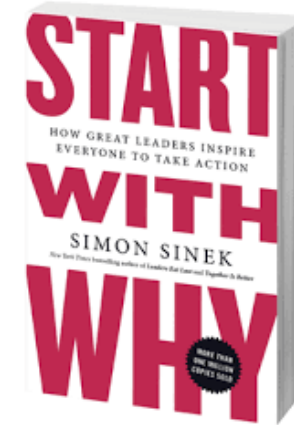
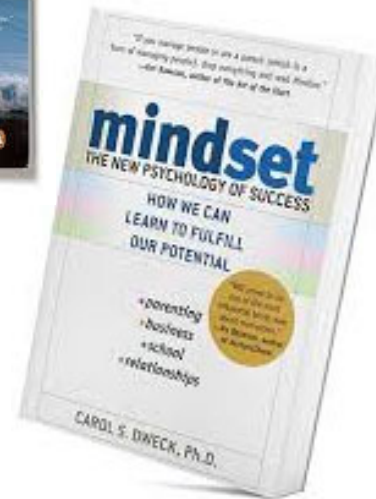
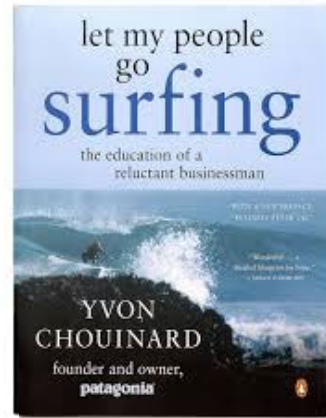
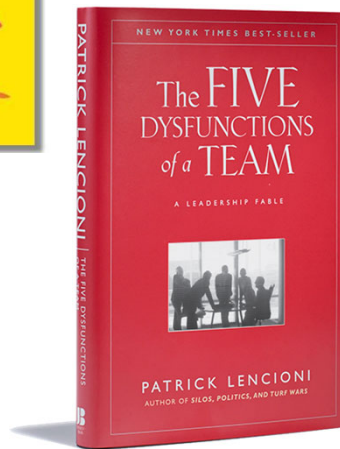
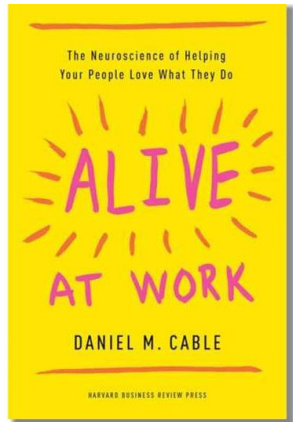


If *working on your business* is compared with all the other *projects* in your practice, how high a priority is it?  
Is this reflected in the *time* you devote to it?



What next?





Expose yourself to new ideas – *read!*





Bring in some relevant *expertise*, to help you navigate and prioritise your business development journey.



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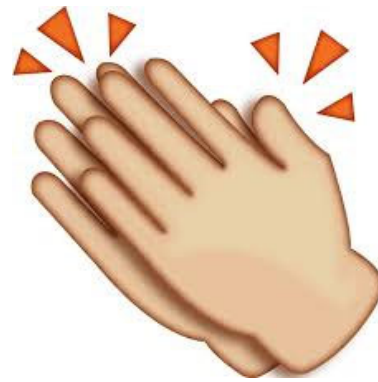
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Thank you!

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