



How to Stay Relevant

AIA Ohio Grassroots
May 21, 2010



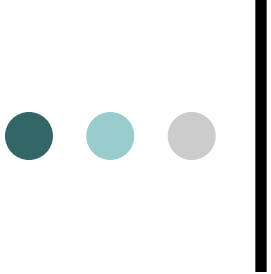
Speakers

- Amy Kobe, CAE, Hon AIA
Executive Director
Ohio Architects Board
- Joshua Lloyd, Associate AIA
sym-home



It's not a pink slip. It's a blank page.

LEMONADE



"We must be willing to get rid of the life we've planned, so as to have the life that is waiting for us." -Joseph Campbell



Yes, there's a grieving cycle for job loss!*

- Shock & disbelief
- Anger & resentment
- Denial & bargaining
- Self-doubt & put-downs
- Withdrawal & depression
- Acceptance & Affirmation

**"Make Job Loss Work for You", Deems, 2010*



Do's & Don'ts

○ Do's

- Think Positively
- Talk with spouse/partner
- Be accessible to people
- Continue your regular social life, community life & professional involvements
- Update your resume



Do's & Don'ts

○ Don't

- Don't sell yourself short
- Don't bad-mouth your previous employer, supervisor or anyone else you might hold responsible
- Don't sleep in
- Don't wait for others to contact you



Career analysis

- Find a career coach
- Analysis your skills and interests
- Find your passion
- Assess your Qualifications
 - Education
 - Experience
- Look for new opportunities



An Architect's Skills

- Identifying and creatively solving problems
- Focus on form and function
- Conceptualizing spatial relationships
- Ability to visually communicate ideas to others
- Knowledge and awareness of related industries
- Technical and analytical skills



Job Search Tips

- Plan your approach
 - Research the organization
 - Research the position
- Evaluate your strengths and interests



Research the position

- Locate the person with the authority to hire
 - Call the firm and ask who makes the decision
 - Look online—firm website, press releases



Before you even apply

- Talk to the decision maker
 - Find out if the company needs someone with your skills/experience
 - Ask questions!
 - Decide if the job interests you
 - If it doesn't fit, don't apply



Before an interview

- Learn everything you can about a firm
 - History
 - Practice areas
 - Locations
 - Culture
 - Key personnel

Education

- Get a professional degree
 - Boston Architectural College
- Obtain new training (or teach!)
- Energy/green related programs
 - University System of Ohio's Green Pathways website:

www.uso.edu/opportunities/sustainability/green-pathways





Develop a personal niche

○ Obtain certifications

- NCARB Certification

- Two routes to certification

- Professional degree

- Broadly Experienced Architect

- LEED

- CSI

- Healthcare Architect



Maintain yourself

- Continue daily routine
- Exercise and eat right
- Setup a home office
- Take advantage of free time to learn new skills
- Set daily and weekly goals
- Maintain your physical appearance



Make a name for yourself

- Create visibility for yourself
- Write op-ed articles
- Enter design competitions



Improve your skills

- Speaking skills
 - Better presentations
 - Toastmasters
- CAD skills
- Computer skills
- Research skills
 - Community Research Partners



Get involved

- Join organizations where your leadership skills are needed
- Make new contacts
- Volunteer for committees
- Attend membership meetings
- Network, network, network!



Social Media

- New ways to network
- Social networking:
 - Facebook
 - Twitter
 - LinkedIn
- Become computer literate
- Be accessible via email

Start your own business

- Start your own Architecture firm
 - May trigger requirement for Firm Certificate of Authorization
 - Owner vs. employee
- Architecture related businesses
- Always consult your attorney
- Know the Code!



Alternative Careers

○ Your skills may be valuable in other fields

- Education
- Government
- Not for profits
- Other areas of design
- Commercial property management
- Green/sustainable businesses
- Sales





Alternate jobs related to architecture

- Architectural historian or critic
- Architecture and design sales rep
- Store design
- Planner
- Easement administrator
- Forensic architect
- Historic preservation specialist
- Spec writer
- Sustainable building consultant
- Theater consultant
- Urban designer



Architects Continuing Ed

- Read the rules
- 24 hrs every two years; 16 HSW
- Audits are conducted
- \$1,000 fines
- Free CE
- CE Resource List
www.arc.ohio.gov/conted.stm



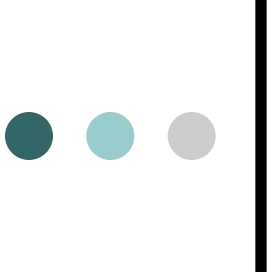
Emerging Professionals

- Earn IDP Training Hours when not employed
 - Emerging Professionals Companion
 - LEED and CSI Certifications
 - NCARB Professional Conduct Monograph
 - AIA Continuing Education
- Take the ARE
- Do NOT ever work for free—violates Federal & State wage laws!



Changes to IDP/ARE

- IDP 6 month reporting requirement
 - June 30, 2009 deadline
- ARE five year rolling clock changes
 - 1/1/2011: Failure to test = reapply in Ohio
and meet the current standards
 - 7/1/2014: Scores more than 5 years old are voided



“When one door of happiness closes,
another opens; but often we look so
long at the closed door that we do not
see the one that has been opened for
us!

- *Helen Keller*