

Positioning Yourself as a Knowledge Leader

TH517

Thursday, June 21, 2018

10:30am - 11:30am

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Speakers List

- Evelyn Lee, AIA
Regional Workplace Manager | West Coast Lead, Newmark Knight Frank
- Amanda Walter
Founder/Principal, Walter Communications
- Kira Gould, Allied AIA
Founder/Principal, Kira Gould CONNECT

Course / Learning Objectives

- Examine how your personal web presence is perceived by the public and what it says about your brand.
- Discover how to position your online presence as a part of your firm's marketing, communications, and business development plans.
- Learn to identify the best tools to grow your personal brand as a knowledge leader.
- Understand how inspired knowledge leadership can position firms to attract future talent.

60 Minutes - 3 Themes

[1] Google Me

[2] Positioning

[3] Spread the Word



Google Me

The front page of your reputation isn't your résumé or your social media profiles--it's what pops up in a Google search.

GOOGLE ME



Break-up Into Teams of 3 and Google One Another



Google Search

I'm Feeling Lucky



POSITIONING

“Technical Experts” are recognized as “extremely/very credible” more than any other authority figure.

-Edelman 2018 Trust Barometer



**Where do you want to go
from here?**

Opportunity

is what happens when

luck

meets

preparation.



SHARE

A'18 AIA Conference on Architecture 2018
June 21-23, New York City



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March For Our Lives We're taking to the streets to demand we end the epidemic of mass shootings. Text FIGHT to 50409 to join the movement. #MarchForOurLives marchforourlives.com

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THE DEATH OF EXPERTISE AS A DECLINE OF TRUST

When we trust our feelings more than anything else, we stop trusting expert knowledge. And it could kill us.

Appears in Spring 2017 Issue: Trust: Reweaving Our Social Fabric

by *Tom Nichols with James K.A. Smith*

March 1st 2017

Something strange happens when the Internet becomes synonymous with your world. If you only inhabit a digitized space of memes and rage, where partisan expression is the lingua franca of the realm and being on the "right side" is a badge of honour, then bothersome things like evidence, data, and knowledge are steamrolled by ideological fervour. We trust the right to express our feelings above all; and since we all have feelings, what we think and feel is equally important and worthy. We're all experts of expression.

But that is a world where expertise means nothing—where mastery and wisdom and knowledge are treated as irrelevant. It's also a world that gives cover to corrosive ignorance. That's why editor Jamie Smith was eager to talk to Tom Nichols, author of the new book *The Death of Expertise: The Campaign Against Established Knowledge and Why It Matters* (Oxford University Press, 2017), a timely contribution to contemporary debates about



Knowledge Leadership = Action

establish accountability

demonstrate accessibility

generate trust

build your reputation and brand ... as an active, credible,
trustworthy leader of your design/sector community

Knowledge Leadership = Interaction

share -- casually and formally -- often

comment on industry topics

optimize engagements (never just a member) + those platforms

build your reputation and brand ... as an interactive person/professional



WHAT DOES SHE
THINK AND FEEL?

What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?



WHAT DOES SHE
HEAR?

What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE
SEE?

What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

PAIN

What fears, frustrations or obstacles is she facing?

GAIN

What is she hoping to get? What does success look like?



Z Smith PhD, FAIA, LEED Fellow

Principal | Dir. of Sustainability & Performance

Z Smith is Principal and Director of Sustainability and Building Performance at Eskew+Dumez+Ripple. His built work includes academic, laboratory and residential buildings earning LEED Gold and Platinum certification, and winners of the RAIC Green Building Award and the AIA COTE Top Ten. He brings training and experience in physics (MIT) and engineering (Princeton) to the field of architecture (UC Berkeley), and is named as inventor on 10 patents and author on over 50 peer-reviewed scientific publications. He teaches at the Tulane School of Architecture, serves on the national Advisory Group of the AIA Committee on the Environment (COTE), is former Chair of the US Green Building Council (USGBC) Louisiana Chapter, and served on the USGBC Energy & Atmosphere Technical Advisory Group. He is a member of the International Institute for Sustainable Laboratories (I2SL), the Society of Building Science Educators (SBSE), and the Society for College and University Planning (SCUP). He serves as Chair of the 2017 SCUP Southern Regional Conference.

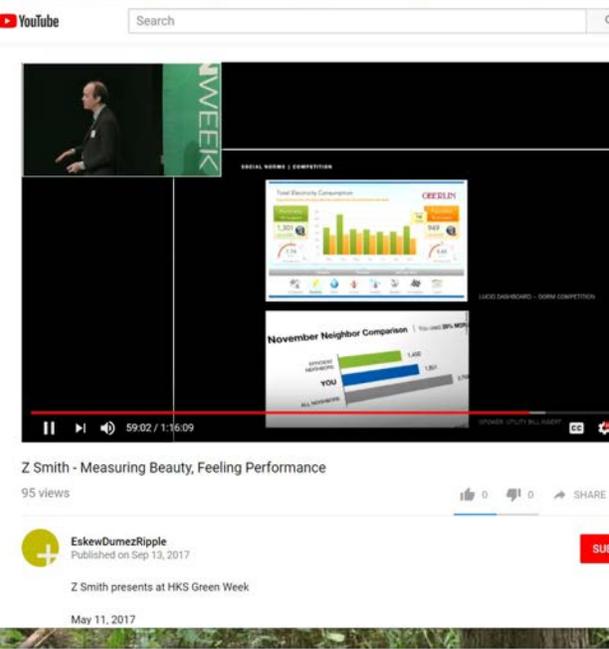
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Designer. Urbanist. Academic. Social Innovation Strategist. Wanderlust maven and permanently curious. Striving to create impact, by design.

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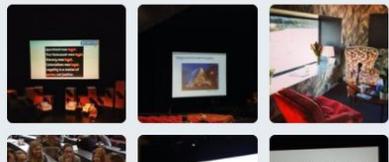
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Liz Ogbu Retweeted
John Cary @johncary · Mar 20
"We cannot create #cities for everyone, unless we're first willing to listen to everyone. Not just about what they hope to see built in the future, but also about what has been lost or unfulfilled."

Watch @LizOgbu's timely new #TEDtalk: bit.ly/2GNb3HU

cc: @NextCityOrg



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Trends for you · Change

Repeal the Second Amendment
63K Tweets

#TuesdayThoughts
85.7K Tweets

#AppleEvent
4,993 Tweets

#MondayMotivation

HUBweek: Leveraging Sustainable Design to Achieve Social Equity

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2017 OCTOBER 11 [Tweet](#)



As part of HUBweek 2017, we invited participants from around the city to join us for a conversation about the intersections of sustainable design, resiliency and social equity. All three are big, thorny issues. We know we can't solve them in a two-hour workshop on a Tuesday, we wanted to foster a conversation about where and how these issues intersect.

Using the [Climate Ready Boston Map Explorer](#) as a guide, we looked at the serious vulnerabilities our city faces in the future. From storm surge to heat maps to socially vulnerable populations, the interactive map allows users to understand where need is the greatest. Our session asked the audience to consider ways in which they, as individuals and as members of organizations or communities could have meaningful impact on issues of sustainability, resiliency and equity. We emphasized that even seemingly small changes could have a big impact.

A few statistics:

When we look energy consumption and CO₂ emissions by section in the United States, buildings are one of the biggest energy hogs.

44.6%

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HOME » OUTCOMES »

STEAM Studio: What Happens When Innovative K-12 Learning is Embedded Amongst Designers?

By [David Reid](#). Published on [October 6, 2017](#).

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As an educator, have you wondered how you could increase student engagement in your classroom? OK ... let's say, increase **student excitement!** Have you struggled with managing the various learning styles and personalities among your students? Have you felt stuck in a rut with the teaching and learning methods that work in your classroom?

At STEAM Studio, we wonder about these things too. And in our experimental learning space, we have the freedom to explore new approaches – to offer student learning programs and professional development for faculty that allow us to share our love of building passionate, self-directed, lifelong learners and inspired teachers. We practice a number of innovative teaching and learning methods – proven to engage students of every learning style and ability. We do this while embedded in an architectural office – a place filled with creative design professionals that are both role models for the students to see creative processes in action, and coaches that bring architectural design processes to the students.



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Case Studies

Knowledge Leadership: Share to Thrive

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Thank you!