

Prompt 1 - How do you build a practice that is adaptable to change?

When considering the question of how to build a practice that is adaptable to change, it is important to first define the meaning of change in this situation; whether it be "controlled change" that is intentional and deliberate in nature or "uncontrolled change" that is in response to the changing market forces that are out of our control. For the sake of this discussion I would like to focus on the concept of controlled change.

In order to build an adaptable practice, the firm needs to have a strong foundation & understanding of itself. This can be done by establishing a mission statement to better define the firm's purpose and what makes it unique. By doing so, the firm can begin to assess when change is needed in order to continue to grow & prosper, without compromising its core values or identity in the process. Thus, it's crucial for the firm to value innovation in its core mission in order to set itself up in a way to allow change to happen.

It is also important to be intro and retrospective at times of one's self to better understand how pride and ego may actually play a role in hindering change within the firm. Due to our pride and ego we may go about doing things the same way simply because it has become the norm and refuse to accept there are better solutions out there. This in turn becomes an encumbrance to the firm and its chance at adaptability. Therefore, it is important to be critical of one's self both when things are working and not working in order to go about change properly. In a way, this also ties into not being afraid or ashamed to reach out to other professionals when trekking in unknown territory and the importance of maintaining a strong network of connections not only in one's area of expertise.

Finally, the mindset and versatility of the studio workforce plays a key role in establishing an adaptable practice, so change isn't a shock to the system. It is important to have a studio culture that values and understands the importance of making mistakes and taking risks in order to facilitate change because in the end it is all for the betterment of the firm as whole.