



By Eleanor Choi, AIA, LEED AP BD+C, NCARB | BELL Architects  
Mike Johnson II, AIA, IIDA, LEED AP ID+C | Stantec Architecture  
May 04, 2018

## The Future of Our Culture

SESSION #8

@ District Architecture Center  
421 7th Street NW, Washington, DC 20004



# The Future of Our Culture

## **PROGRAM SUMMARY:**

Diversity has been under represented and has been a significant challenge to maintain, particularly at higher level positions in our profession due to outside pressures. The Equity in Architecture study seeks to qualify pinch points in our profession and promote diversity as a competitive advantage—a driver of innovation that is good for creativity and for the bottom line. How do we explore what diversity and life balance brings to the table? Scholars will have an opportunity to identify personal life style tendencies to better understand their leadership roles and how to create positive team synergy and impact the future direction of our culture. This session will explore pre-conceived notions of the architect's role, client expectations, and non-traditional paths to an architectural career. By educating clients and the general public about the practice of architecture and design, and having thought provoking discussions, scholars will gain critical skills to remain relevant, to face future challenges, and to ensure the longevity of our profession.

## **LEARNING OBJECTIVES:**

1. Identify personal management styles to form stronger project teams and increase leadership effectiveness in facilitating communication with the design team, contractors, and clients.
2. Demonstrate the critical value of, and advocate for diverse representation in both the profession and academia, in order to promote a greater understanding of how to improve health and wellness in project design and workplace culture.
3. Redefine the perceived role of an architect and work-life balance, to recognize potential design inspiration from non-traditional precedents and personal experiences.
4. Illustrate specific tools and the importance of mentorship at an early stage, and recognize non-conventional career paths that equally can provide benefits to the environment, profession, and address future challenges.

## **PROGRAM ABSTRACT:**

Multiple challenges face our evolving architectural profession. Lack of diversity and work-life balance, pre-conceptions by clients and the public, and misconceptions about the profession beginning in academia, all create a difficult road to building an architectural career. In order to overcome these challenges and to ensure a strong future for our profession, we must look within to identify how best to lead, to engage diverse communities, and draw inspiration from beyond our field. In the first presentation, Clarke Consulting will discuss results of the life style assessment survey that participants completed prior to the start of the session. Scholars will learn about various thinking styles, strategies, and practical techniques for improving personal effectiveness, which will equip them to impact the culture of their firms in a positive way. The second presentation, by Jamē Anderson, will focus on looking beyond labels (ie. architect, mom, artist...), the evolving role of architects, and integrating personal experiences into one's identity as an architect. In a small group activity, Scholars will have the opportunity to role play as the hiring response team for a specific project or firm, be tasked to review two resumes and pick a preferred candidate by analyzing talent and experience beyond education and title. Jamē then will join three other professionals, Kevin Sneed, Hazel Edwards, and Gene Kluesner, for a panel discussion moderated by Mike and Eleanor. As an African-American architect and principal of OTJ, Kevin will discuss his role as a co-founder of one of the earliest AIA groups focusing on young architects and his involvement in the book, "Becoming an Architect—A guide to Careers in Design." As the Chair of Howard University School of Architecture, Hazel will share her insights about challenges faced as an African-American female educator and explore questions that architecture students have about the profession. To conclude this session, Scholars will reflect upon lessons learned from the overall CKLDP 2017-2018 program and how to apply those lessons to help impact their profession and the greater community.

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**Date:** 04.May.2018

**Location:** District Architecture Center, 421 7th Street NW, Washington, DC 20004

**Time:** 12:00 pm – 5:00pm

## AGENDA

12:00 – 12:30	<b>Lunch Reception</b>
12:30 – 2:00	<b>Presentation #1: Personal Development: Understanding Thinking Styles and Skills to Best Impact Firm Culture</b> by Cable Clark
2:00 – 2:10	Break
2:10 – 3:10	<b>Presentation #2 and Small Group Activity: Looking Beyond Labels: Either/Or</b> by Jamē Anderson
3:10 – 3:20	Break
3:20 – 4:20	<b>Presentation #3 Roundtable Discussion: Becoming an Architect and Career Challenges</b> panelists Jamē Anderson, Hazel Edwards, Gene Kluesner and Kevin Sneed; moderated by Eleanor Choi and Mike Johnson II
4:20 – 4:50	<b>Presentation #4: CKLDP Reflections</b> graphic art by Steph Brown; moderated by Eleanor Choi and Mike Johnson II
5:00	<b>Conclusion &amp; Housekeeping</b> Eleanor Choi, Mike Johnson II & the CKLDP Executive Committee
5:30 – 7:30	<b>Closing Reception</b> District Architect Center, 421 7th Street, NW, Washington, DC 20004

#### **Presentation #1:**

##### **Personal Development: Understanding Thinking Styles and Skills to Best Impact Firm Culture**

Scholars will gain understanding of their own as well as other's relational style types through a Life Styles Assessment test. Participants will learn strategies and practical techniques for improving their effectiveness, which will equip them to impact the culture of their firms in a positive way.



Cable Clarke  
cable@clarkeconsulting.net  
www.clarkeconsulting.net

##### **Cable Clarke, Clarke Consulting**

Cable Clarke is the President of Clarke Consulting in Washington, DC. Clarke Consulting is an international consulting firm, founded in 1994, that facilitates cultural change: offering solutions for effective leadership, developing productive and cohesive teams, and ensuring that organizational structures promote productivity. Cable specializes in implementing leadership development programs and cultural change initiatives in both the public and private sectors. Over the past twenty years, he has enabled organizational transformation by implementing constructive thinking styles and strategies for individuals, teams, and organizations. Changing the way individuals and organizations think about the behaviors they encourage and reward is the foundation of Cable's work. He has assisted organizations in aligning their philosophies and strategic directions with compatible internal systems, structures, technologies, and skills to build constructive cultures that enhance individual and organizational effectiveness. He has worked collaboratively with senior leaders in diverse industries, including several Fortune 50 companies, to initiate strategies that increase the constructive impact leaders have on their organizations. Cable's clients include numerous departments of the US Navy, IBM, JP Morgan, Microsoft, Siemens, GE, YUM Restaurants International, FEMA, IRS, and various other small to very large clients. For one Fortune 50 manufacturing company, Cable's involvement stimulated a cultural shift that effected dramatic increases in productivity and employee satisfaction; the new culture empowered the company to achieve financial results unsurpassed in its history. From 2003 - 2010, Cable was an instructor for the Leadership Analysis seminar at the Dow Leadership Center of Hillsdale College. Leadership Analysis is an investigation of individual traits and performance compared to world-class benchmarks of effective leadership.

#### **Presentation #2 and Small Group Activity:**

##### **Looking Beyond Labels: Either/Or**

Jamē will focus on her hybrid experiences, exhibit design, art, architecture, life, forging one's own path based on interests and strengths and how to take labels others may give you and turn them into adjectives that describe you, not become you.



Jamē Anderson, AIA  
jame.anderson@smithgroupjjr.com  
www.smithgroupjjr.com

##### **Jamē Anderson, AIA, SmithGroupJJR**

Like all of us, Jamē wears lots of labels: architect, artist, spouse, mom. Jame recently returned to the Cultural Studio of SmithGroupJJR's Washington DC Office after working as an Architect and Exhibition Designer at the National Gallery of Art for 13 years. Jamē's Museum experience spans over 25 years beginning with internships during college, and moving into her professional development in nearly every aspect of design in and around museums and galleries. She has fabricated exhibits for the Smithsonian Institution, led tours at the Reynolda House Museum of American Art, silkscreened graphics, framed works of art and photography, curated exhibitions, designed exhibitions at the Metropolitan Museum in NY, and even built crates for traveling artifacts. During her tenure at the National Gallery of Art, Jame was responsible for designing and executing over 100 special exhibition, permanent collection projects, and Capital Projects for both iconic buildings and the Sculpture Garden. Her projects at SmithGroupJJR includes the National Museum of American Indian, the Smithsonian's Arts and Industries Building, and currently an emerging entity and site of archaeological interpretation at the Lumpkin's Slave Jail Site / Devil's Half Acre Project in Richmond, Virginia. Jamē has delivered talks and taught at Wake Forest University, Christie's NY, the University of Nevada Las Vegas, and George Mason University. She has also contributed to the EQxD Blog, was a panelist at the 2016 EQxD Symposium, and moderated a panel at this Fall's AIA Women's Leadership Summit. Jamē holds a BA in Art from Wake Forest University and a Masters of Architecture from the Rhode Island School of Design.

### **Presentation #3:**

#### **Roundtable Discussion: Becoming an Architect and Career Challenges**

A panel of distinguished architects from various backgrounds, moderated by Eleanor Choi and Mike Johnson II, will share personal experiences regarding, education, diversity, challenges and work life balance.



Hazel Edwards, Ph.D., FAICP, Assoc. AIA  
hazel.edwards@howard.com  
www.arch.cea.howard.edu

#### **Hazel Edwards, Ph.D., FAICP, Assoc. AIA, Howard University**

Throughout her unique 28-year career, Dr. Hazel Edwards' design background has served as a foundation for her talent for translating and representing ideas and concepts, as well as creating alternatives. This orientation has enabled a particular multi and interdisciplinary approach to working in architecture, sustainable design, and city planning. A native of North Carolina, Dr. Edwards was raised in Washington, D.C. and later graduated from Howard University (Bachelor of Architecture). She went on to receive degrees from Harvard University (Master of Architecture in Urban Design) and the University of Illinois in Urbana-Champaign (Ph.D. in regional planning). She returned to North Carolina as a Carolina Minority Postdoctoral Scholar at the University of North Carolina at Chapel Hill. Dr. Edwards is a member of Lambda Alpha International, an honorary land economics society and a Fellow of the American Institute of Certified Planners. Dr. Edwards returned to Howard in July 2016 as the first woman in the history of architectural education at the University to be elevated to the rank of full professor and to serve in the leadership capacity of the Department of Architecture, College of Engineering and Architecture.



Gene Kluesner, AIA, LEED AP  
gene.kluesner@stantec.com  
www.stantec.com

#### **Gene Klus, AIA, LEED AP, Stantec Architecture**

With a belief that everyone has a right to shape their own destiny, Gene Kluesner embraces the power of education and the role that life-long learning plays in uplifting and enriching people's lives every day. Bringing over 30 years of national and international architectural experience, Gene is committed to serve his clients across practice areas whose mission is to educate their students, employees, workers, and professionals to learn, discover, and create a better world. As a principal and sector leader at Stantec Architecture in Washington DC, he works closely with the other leaders in our Education, Corporate Workplace, Healthcare, and Commercial/Mixed Use market sectors to strategically grow and serve our clients in the region. In the community, Gene has taught design studios at an Art Institute, served on the board and as president of the AIA Miami Chapter, served as a volunteer in his local Community Arts Center, and mentored students that are considering careers in the design profession.

### **Presentation #3: Roundtable Discussion: Becoming an Architect and Career Challenges -continued**



Kevin Sneed, FAIA, IIDA, LEED AP BD+C  
sneed@otj.com  
www.otj.com

#### **Kevin Sneed, FAIA, IIDA, LEED AP BD+C, OTJ Architects**

Kevin Sneed is a Partner and Senior Director of Architecture for OTJ Architects, in Washington, DC. He is a registered architect, a member of the American Institute of Architects (AIA), National Organization of Minority Architects (NOMA) and the International Interior Design Association (IIDA). He has over 30 years of experience in architecture, interior architecture and the construction industry. He has earned his LEED AP (Leadership in Energy and Environmental Design) accreditation for Building Design and Construction (BD+C) as well as the Construction Specification Institute (CSI) Construction Documents Technologist certification (CDT). Kevin heads his office quality assurance/quality control program, which set the standards of his office construction document and construction administration processes as well as being an active participant in the marketing and business development for his firm. He is also part of his office “green initiative” in coordinating the design, details and LEED process for sustainable projects in the firm. Kevin has presented numerous presentations & workshops for the architecture & interior design industry from building codes, mechanical, plumbing & electrical issues to standard procedures regarding construction administration. Kevin was the past chair and current committee member of the American Institute of Architects Interior Architecture Knowledge Community (IAKC) which provides leadership and expertise to practitioners of the interior architecture and design industry. He is currently on the George Washington University Advisory Board for their Interior Architecture & Design Programs where he provides real world experience while promoting program initiatives, long-term planning strategies, and fostering collaboration between the school and local, national organizations. Serving his local, state & national AIA chapters, Kevin served as chair of his chapter’s AIA Northern Virginia Chapter’s Design Awards for over 7 years and was president of this chapter in 2004. For his contribution to the AIA at such a young age he was presented the AIA National Young Architects Awards. Kevin is the epitome of the AIA’s Citizen Architect, he served on the City of Alexandria’s Board of Architectural Review Parker-Gray District. He is a former member of the Maryland State Board of Interior Designers and is currently on the Maryland State Board of Architects for the past 4 years. In 2017, Kevin was recently elevated to Fellow by the American Institute of Architects College of Fellows.

### **Presentation #4: CKLDP Reflections**

The scholars have been asked “What is the biggest lesson you’ve learned though the course? How will you apply what you have learned? What will be your path moving forward? Steph Brown will artistically create graphic reflections from the scholars.



Steph Brown  
stephscribes@gmail.com

#### **Steph Brown**

After 15 years of providing graphic facilitation and collaboration design services to support the strategic organizational change efforts of executive teams from the White House to the grassroots of change, Steph decided to take a Sanity Sabbatical. For the last year she has been a nomad on a quest to live life to its edges and look at the world through a new lens. She strongly believes that “We are what we practice” and has been experimenting with embodied perspective taking for health and happiness – and doesn’t plan to stop anytime soon! Her new business, 10X Collective, supports clients in developing greater agility with perspective-taking to optimize the power of people in conversation.

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### Acknowledgements

Thank you to **STARBUCKS** at 825 O Street, NW for their generous donation of coffee for today's session!

We also would like to thank all of our speakers, Kate, and Ricardo for sharing their time and efforts to help make this an exciting session!