

DESIGN & ENTREPREUNERSHIP

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CONTENT

The Creative Entrepreneur:

- Do you have what it takes?
- Is entrepreneurship different in the creative industry?

Your business in the market:

- Strategy: WHAT do you want and HOW to get it.
- WHO is your Client?
- Getting commissions: how does it work?
- POSITIONING: is your message unique?

WHY STARTING A BUSINESS?

- Motivation?
- Ambition?
- Necessity?
- **VISION?**

DO YOU HAVE WHAT IT TAKES?

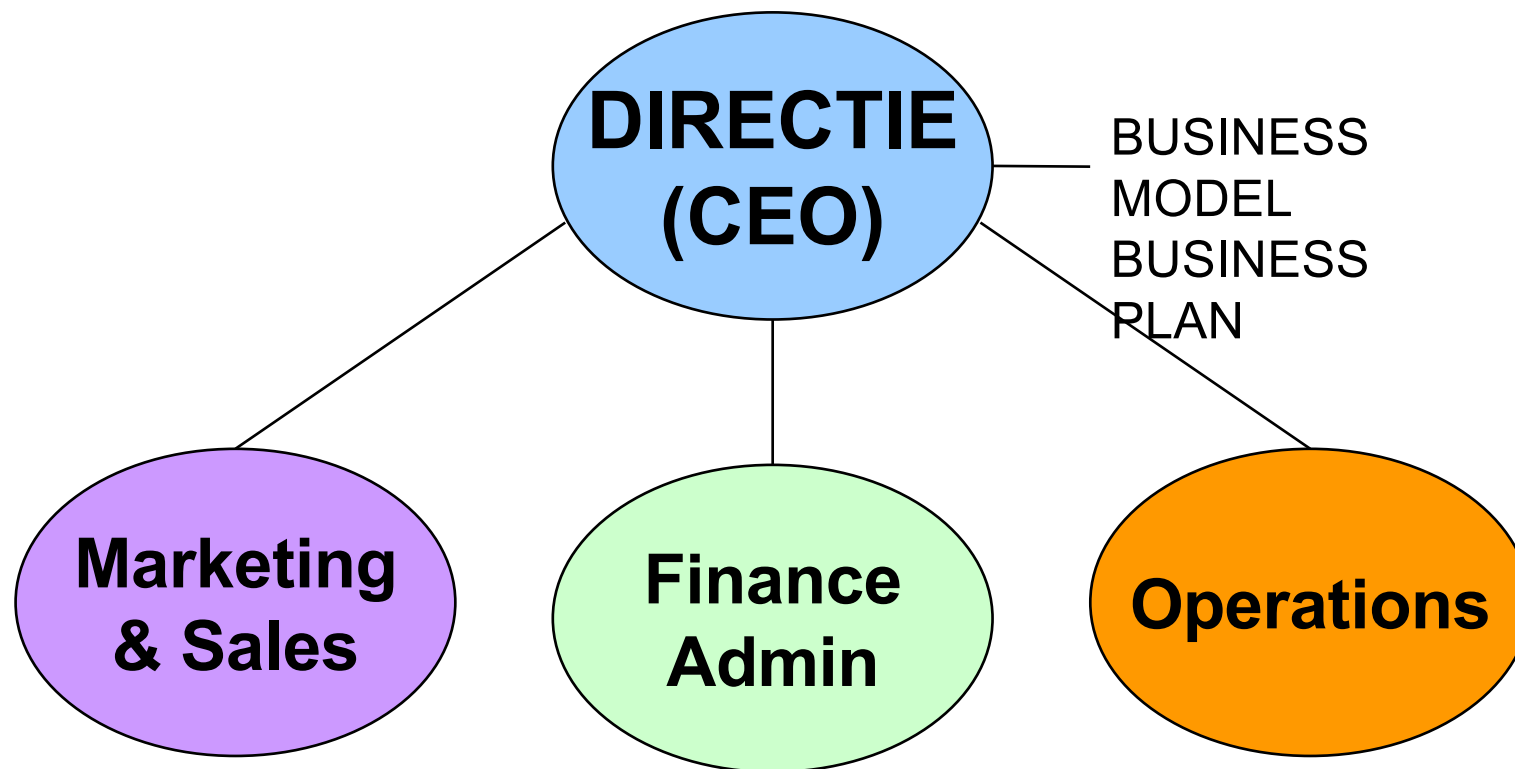


- Discipline?
- Vision?
- Enthusiasm?
- Stress resistant?
- Risk manager?
- Home situation?
- Communicative and social?

AN ENTREPRENEUR:

- Has corage
- Knows he doesn't have to do/know everything
- Has perseverance
- **Uses his intuition AND a plan**
- Does
- Grows

Design/Architecture Firm = Any other business



SELLING PRODUCTS VS. SERVICES

PRODUCTS

- Tangible / (directly) visible
- Prijs per unit
- Indirect contact w/producer
- Quality measurable and comparable on specific criteria
- Production on large scale
- Production and sale typically separated

SERVICES

- (partially) intangible/not (yet) visible
- Hourly rate/project rate
- Direct/personal contact
- Quality difficult to measure and compare, criteria more difficult to define
- Local/customized production
- Production and sale in one-hand

SELLING DESIGN/ADVICE SERVICES

- Service provider (Architect) in center
- **CLEAR MESSAGE!**
- Define specific advantages and measurable criteria
- DON'Ts: “quality”, “customized design” en “personal attention”
- Everybody offers a service, but what makes YOUR service better than the COMPETITOR's?

YOUR OFFER → BENEFIT FOR CLIENT?

STRATEGY IN 3 STEPS



- Where are you now?
- Where do you want to be?
- How are you going to get there?

WHAT DO YOU REALLY WANT?



- Wealth
- Fame
- Commissions
- Recognition?

SETTING GOALS= MAKING CHOICES



- Specific
- Mesurable
- Acceptable
- Realistic
- Time bound

POSITIONING:

All activities dedicated to achieve a (preference) position in a / your market.

Positioning (Architecture) Services



ARE YOU DIFFERENT FROM THE REST?



WHAT DO YOU DO DIFFERENTLY?



“I lay bricks”



“I build a wall”



“I build a cathedral”

WHO IS YOUR CLIENT?

Define your TARGET:

- Who is it?
- What does he/she needs?
- Where to you find him?

... and in 5-10 years?

USP & ELEVATOR PITCH

- Short and simple
 - Not the services that you offer, but their RESULTS → Which problem do you solve?
 - Unique, differentiating → Targeted
 - Compelling
-
- **HOW DO YOU WANT TO BE KNOWN (by your target):**

POSITIONING

Differentiating???

- “X architecten is een **jong en dynamisch architectenbureau** met ongeveer 15 medewerkers. We geloven sterk in het ontwerpen voor mensen...”
- “Y is een **jong en dynamisch architectenbureau** dat met veel plezier werkt aan een grote verscheidenheid aan opdrachten.”
- “X **architecten** is een **jong** een **dynamisch architectenbureau**, met een rijk verleden.”
- “Y **Architecten** is een **jong**, creatief en **dynamisch architectenbureau**, dat geen opdracht uit de weg gaat.”

... en nog 40,000+ examples on Google! (Dutch only)

75,000,000+ in English...☹

How does it work?

“I specialize in designing medical clinics”

List the PAINS your target clients are experiencing.

- Current clinic looks old and tired.
- A flashy new practice down the road has opened.
- Partners don't feel proud of their workspace anymore.
- Losing patients to the new flashy practice.

What you could say?

- I am an architect (**Commodity**).
- I am an architect who specializes in medical practices (**Better**).
- I am an architect who specializes in transforming medical practices into an environment that attracts patients and builds a winning brand (**BEST**).

Why is it important?

“If You’re Everything to Everyone, You’re Nothing to Anyone”

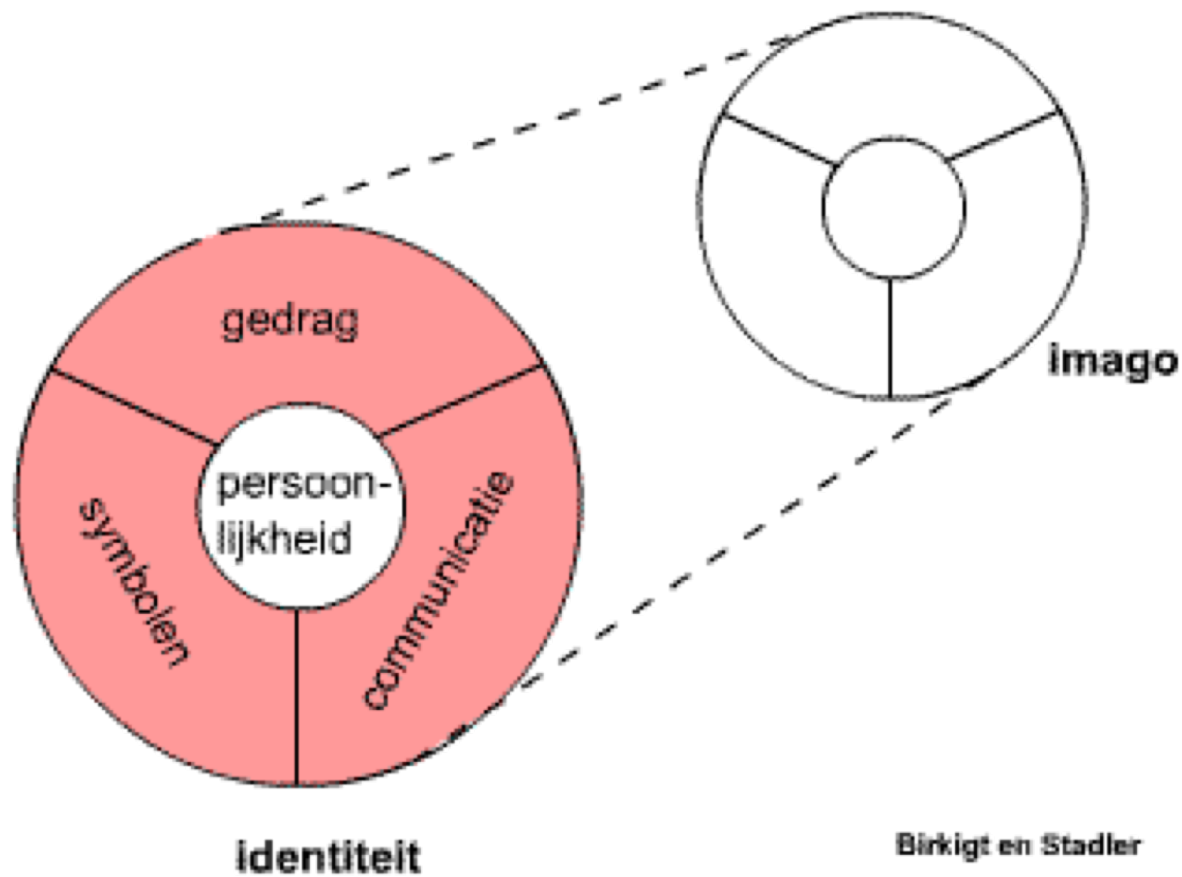
- Focus: efficiency and effectivity
- Strong fundament of your position & expertise
- Target IDENTIFIES with your promise
- Builds CREDIBILITY → References
- Fees can be higher!

IDENTITY VS. IMAGE



“I
care for
animals”

POSITIONING: BUILDING REPUTATION



→ Reputation!

Positioning: BIG case



Positioning: BIG case

marianaidarte - Yahoo Mail x | Inbox - Outlook Web Acc... x | architectuurperuur - Google x | bjarke ingels - Google zoe... x | BIG | Bjarke Ingels Group x

www.big.dk/#projects

Applicaties | Geïmporteerd uit Int... | Google | Andere bladwijzers

WBC WTC ZIR
W VEJE URN
UIB1 SUH TCC
TEK STL STP
SEM SIB SLU
POL LOOP PIER
HEI KAU LOK
ESS HAU HUD
EPO FGL FRE
BHI EUR FAR
BIG CARL DBF
AKL ABU2 BRD

UIN TAT TIR
SORO SPP
PHO SBR
MBS NYT
MAG MAR
ISR KUNG
FOR HOJ
RHT BBP

UUU WAR XPO
TAM TIU UTR
SNM SOF STR
REN SCA SKZ
OL PS1 QNM
NAB NLP NUUK
MCB MECA MGN
KIM KIM2 LEG
GEM GER HUM
ARN ASP CCC
ABU1 AHS ANL

WWR WUWS
SKI MER
LIL LAP
KUBE BLA
BRD ARC

TRYG
PSY
HOS

UIL SJR SCI
PRRC LIM
GHG2 GHG
FRER DTU

WS7 WALL WIB YON
TOJ VAN UIB2 UM
SON ST7 STR TLD
M2 MET MONT MTN
KAS KLM KRON LEGO
FUR HOR HOLY HUR
COCO CYM OONG E2
BHS BIL BKO BOR
1 2HR B BRT

TLT
POT
NYC
NICE
HOL
JESS
HOT
HOL
ECH
BAW
ARL
1ST

YIM
WWW
MIA
GMO
DUN
DK
CPHX
BI
AUDI

COMMERCIAL URBANISM PUBLIC SPACE CULTURE BODY CULTURE HEALTH EDUCATION HOUSING HOTEL MEDIA

INFO CHRONOLOGICAL ALPHABETICAL PROGRAMMATIC SCALE STATUS LOCATION

Windows taskbar: BIG | Bjarke Ingels G... | Wde Koning acad... | Microsoft PowerPoi... | NL | 12:52

Positioning: BIG case



Positioning: BIG case



Positioning: BIG case



Positioning: BIG case

ROBERT CHARLES VENTURI JR
Architect

Quote 1970s

Postmodernism:

As a counterrevolution against the limited choice of vocabulary for the orthodox modern architect, Robert Venturi and Denise Scott Brown started looking at the contemporary city outside the realm of modern architecture. By "Learning from Las Vegas", they reintroduced symbolism and signs in the architectural palette, offering "complexity and contradiction" in place of simplicity and consistency.

The counterrevolution against the monotony of strictly functional modern architecture, in turn led to its own epidemic of indistinguishable Postmodern towers no more varied nor interesting than their Modern siblings.



Positioning: BIG case

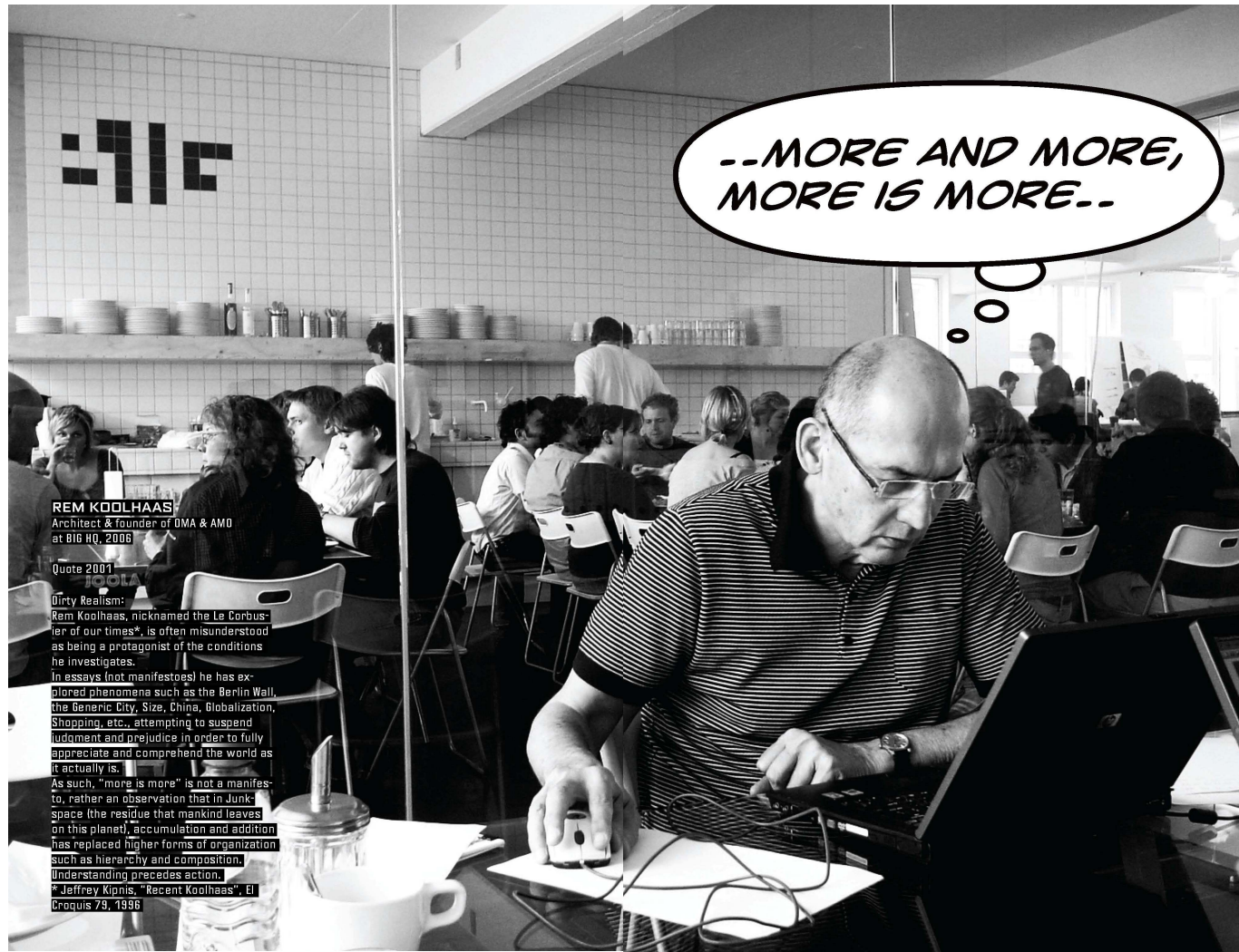
PHILIP CORTEYOU JOHNSON
Architect

Quote 1982

Opportunism and Eclecticism:
Like a curator rather than a creator, Philip Johnson has been capable of identifying and assimilating a broad history of styles and architectures. Curator of the Modern Architecture show in 1932 and then again the Deconstructivist show in 1988, both at MoMA, he has had a capacity to nail the spirit of the moment. And subsequently incorporate the latest forms, materials, vocabularies into his own work. His Glass House estate in New Canaan, Connecticut is like an Expo of 20th century architecture history: like a collection of exotic species of various 'isms and epochs, they are all his own original designs.



Positioning: BIG case



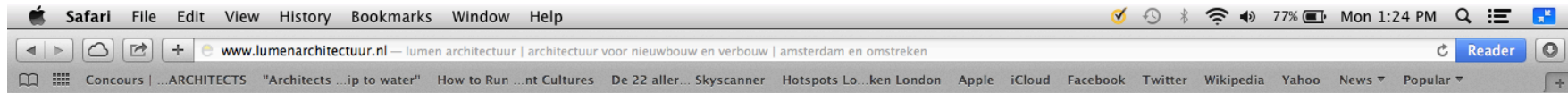
Positioning: BIG case



Positioning: BIG case



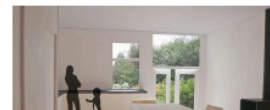
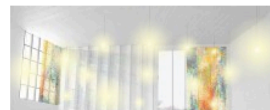
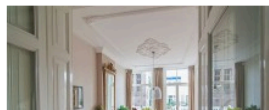
Positioning: Lumen architecture case



l u m e n
a r c h i t e c t u u r

home over lumen projecten verbouwblogs contact

Heeft u woon- of (ver)bouwensen, maar weet u niet goed hoe die kunnen worden verwezenlijkt? Wilt u uw huis uitbreiden, renoveren, verbouwen of opnieuw indelen? En bent u daarbij op zoek naar advies op zowel ruimtelijk als technisch vlak? Dan bent u bij Lumen aan het goede adres! Lumen werkt graag direct samen met de klant, zodat er unieke en op maat gemaakte ontwerpen ontstaan. Lumen gelooft in een architectuur die gebaseerd is op dagelijks gebruik, die gemaakt is van eenvoudige en duurzame materialen en die alle ruimte geeft aan daglicht. Lumen is opgericht door ir. Simone Bijlard en is gevestigd te Amsterdam. Nieuwsgierig? Kijk gerust even rond!




Positioning: Lumen architecture case

Concours | ...ARCHITECTS "Architects ...ip to water" How to Run ...nt Cultures De 22 aller... Skyscanner Hotspots Lo...ken London Apple iCloud Facebook Twitter Wikipedia Yahoo News Popular

werkwijze

Over het algemeen bestaat de werkwijze van Lumen uit **5 fases**, elk resulterend in een aantal concrete producten. In goed overleg met u als klant kan er echter van deze algemene lijn afgeweken worden. U wilt bijvoorbeeld misschien liever zelf de vergunningaanvraag of de selectie van de aannemer doen. Bij elk project zal de werkwijze besproken en zo nodig aangepast worden.



startgesprek !


1: startfase

Het startgesprek kan gezien worden als een kennismakingsgesprek, waarin de (ver)bouwwensen worden besproken, de (ver)bouwlocatie wordt bezocht en de eerste ideeën ontstaan. Op basis van het startgesprek wordt een gedetailleerde offerte opgesteld. Uw 'wensenlijstje' wordt vertaald naar een programma van eisen, waarin oppervlaktes, functies en andere eisen worden vastgelegd. Wat kunt u verwachten?

- inventarisatie van wensen
- foto's van de situatie
- eerste ideeën
- offerte
- programma van eisen

Kosten: gratis

direct contact




Ir. Simone Bijlard-Kontermann
Architect en eigenaar


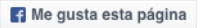
We zijn verhuisd! Ons nieuwe adres is:

Lumen Architectuur
Paul van Vlissingenstraat 2F
1096 BK Amsterdam

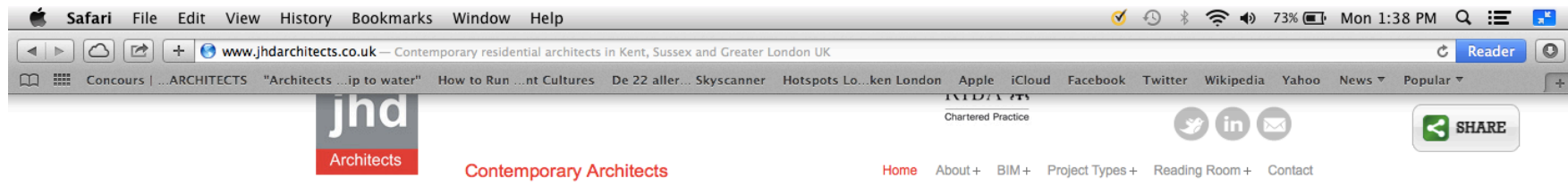
simone@lumenarchitectuur.nl
06 - 17 67 03 65

volg ons

MEMBER OF 

**Lumen Architect...**
 Me gusta esta página 109 ↑

Positioning: JHD Architects case (UK)



CONTACT jhd

[Request a consultation](#)

FEATURED PROJECT

[Replacing a Kent Pub with a Modern Architecture House in Greenbelt](#)

LATEST NEWS

[What To Do With Timber Framing?](#)

[Contemporary Replacement Home in AONB](#)



Contemporary Architects in Kent, Sussex, Surrey and Greater London

3D Design for New Houses, House Extensions, Alterations, Listed Buildings, Basements, Pools and Outdoor Living Areas, Healthcare and Leisure projects



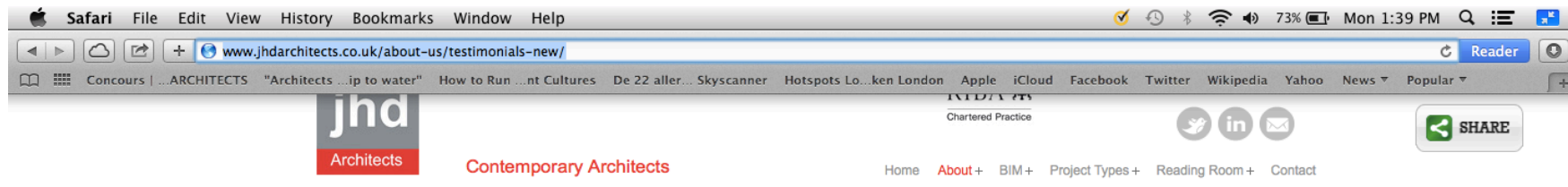
Tim Ball, Director (Benenden) and Jon Hughes, Consultant (Sevenoaks)

Are you looking for an Architect who can create striking, practical spaces in which you will want to live, work, relax and entertain? Spaces which will make you say 'wow' when you walk into them and which are flexible to accommodate your changing needs.

That's our passion at Jhd Architects. Maximising the potential for luxury, light, space and energy-savings, we have a strong track record for discretely integrating 'green' technology, and for obtaining planning permission, particularly in areas where restrictions are tight.

We are a successful Kent architecture firm specialising in modern architecture for clients in Kent, Sussex, Surrey and London. Our projects include contemporary new house design, traditional and listed building extensions, alterations, basements, swimming pools and outdoor living spaces, leisure facilities and care homes particularly designed for dementia

Positioning: JHD Architects case (UK)



Testimonials from jhd clients

"We were impressed how JHD interpreted our requirements for a contemporary house design, but with a traditional feel internally and in harmony with the surrounding country landscape. JHD's knowledge of the local county council planning requirements resulted in a stress-free approval of the design. A contemporary building of unique design and construction sited on the side of a hill in an area of outstanding natural beauty. Quality architecture that is recognised as an enhancement to the local environment."

— Trevor Weeden

"The style and finish quality are both superb, thanks again to Tim's vision and meticulous planning. We would highly recommend him and will definitely be using JHD's service in the future with the next stage of our renovations."

— Mike & Sarah, Tenterden

"You executed my ideas sensitively, tied the builders into a schedule of works and completed the project on time, on budget – perfect!"

— Ally Wylie, Sandhurst, Kent

"Jhd Architects have been very responsive to our requests and willing to listen to our issues."

— Stephen Gilmour, Owner, Hartley House, Cranbrook, Kent

"We appreciated that you always responded to any communications. The knowledge you possess on all matters is excellent."

— Guy Olby, proprietor, Olby and Sons Ltd

"Their attention to detail was impressive."

— Kate and Tim Nash

A website is not enough to position a firm or build reputation!

Marketing & Communication Plan

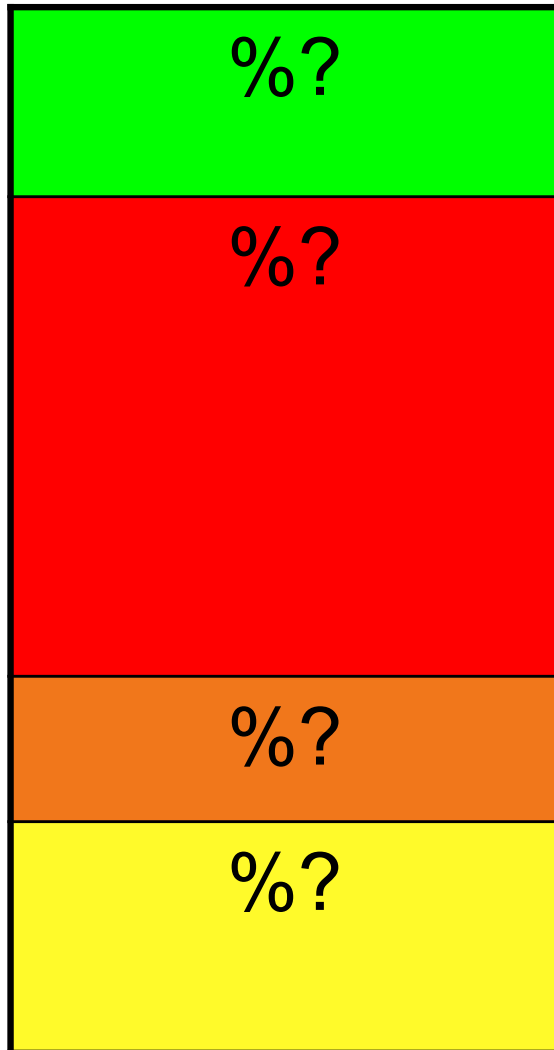
Social Media? YES! BUT HOW?

- Choose social media (mix) adequate to your target group
- THINK what and why: show expertise? Make contact with potential clients? Reinforce image of the office?
- It may be for FREE, but it costs TIME=MONEY
- Contact is DIRECT AND 2-WAY: react to discussion, generate traffic
- Plan: define your social media strategy before starting!
- What to tell, how and when on each medium
- Keep positive and professional tone, also in personal messages

NETWORKING

- Choose strategically: map your own network and work out extension plan
- Keep an eye on market developments
- Learn about your client's challenges and get to understand him
- Don't talk too much about yourself: ask the other!
- GIVE (tips, knowledge, contacts...) and don't expect anything (immediately) in return
- Try to confirm follow up: doesn't need to be (directly) a commission!
- FOLLOW UP: even if you don't get an answer.
- Don't give up, keep seeking contact.

GETTING A COMMISSION - ACQUISITION



- **Opening:** potential client interested
- **Analysis:** map and understand client's requirements
- **Proposal:** addressing client's requirements?
- **Agreement:** summarize and confirm. Sign!

GETTING COMMISSIONS...

- Costs time AND money
- Is a continuous process
- Long term
- Goals give direction, but... make use of opportunities
- **DON'T NEED TO WORK FOR FREE... IF VALUE IS CLEAR FOR THE CLIENT!!!**

Info links:

- <https://www.businessofarchitecture.com>
- <http://marianaidiarte.com/publications>
- <http://www.bna-academie.nl>
- www.kvk.nl
- www.zzp-nederland.nl
- <http://www.startendeondernemers.nl/>