

DESIGN U.



AIA
Kansas City

**A FOUR-PART SERIES DESIGNED TO
BUILD SKILLS, PROMOTE YOUR
VALUE, AND GROW YOUR CAREER.**

\$25 PER SESSION | \$75 FULL SERIES
SESSIONS LIMITED TO 30 ATTENDEES
AIA OR ASSOCIATE AIA MEMBERS ONLY
1.5 LUS PER SESSION

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Intimate and engaging, **DESIGN U.** will equip you with the key concepts and strategies to build your competence and your confidence as you navigate your career. Each hands-on experiential session is specifically designed for the early professional and encompasses the four cornerstones of professional growth: business etiquette, financial resiliency, crucial conversations, and design storytelling.



BUSINESS ETIQUETTE

Courtney Fadler

July 25, 2019

5:30 - 7:00pm

Center for Architecture & Design



FINANCIAL RESILIENCY

**Tyler Landes, CFP, AIF
Von Dodderidge,
LEED AP BD + C, GGP**

September 11, 2019

5:30 - 7:00pm

Hoefler Wysocki



CRUCIAL CONVERSATIONS

Steven Patterson

November 12, 2019

5:30 - 7:00pm

Populous



STORYTELLING FOR DESIGNERS

**Reeves Wiedeman, FAIA
Ashley Hand, AIA
Steven Patterson**

January 28, 2020

5:30 - 7:00pm

Center for Architecture & Design

DESIGN U.

SESSION 1: BUSINESS ETIQUETTE

Led by Courtney Fadler, CF Etiquette

Neither stuffy nor staid, etiquette is *the* business differentiator and is rooted in the concept of a sensitive awareness of the feelings of others. Trained at the prestigious Emily Post Institute, Courtney's session isn't about "the rules," but rather about instilling a legacy of principles based upon consideration, respect and honesty. Courtney teaches that even if you don't know the manners to use, you can apply these three fundamental principles to any situation or decision to build and improve relationships both among co-workers and in front of clients. From dining etiquette to jet-iquette, you'll learn how to make a great first and lasting impression, gain valuable networking and public speaking skills, and acquire social media and communication best practices to build your personal brand. This session is essential for young professionals looking to thrive in the workplace and represent their firm with a positive impact.

SESSION 2 : FINANCIAL RESILIENCY

Led by Tyler Landes, CFP®, AIF® and Von Dodderidge, LEED AP BD + C, GGP

Layoffs. Recessions. Downturns. It's not a question of if, but rather when. Get prepared for changes in the marketplace and create a plan for your future. Come hear from our experts about salary negotiation, budgeting, 401K planning and investments. We'll discuss how to strike a balance between enjoying life today and saving for the future and learn the importance of getting an early start, how to focus on what's important, and where to look for help amid all the financial noise and jargon. We'll cover household spending guidelines, how to prioritize debts vs investing, and common financial rules of thumb. You'll leave this session knowing how articulate your value, ask for that all important raise and how to use the appropriate type of investing account to achieve your short, medium, and long-term goals.

SESSION 3 : CRUCIAL CONVERSATIONS

Led by Steven Patterson, Talent & Learning Manager, Populous

Steven Patterson is a certified Crucial Conversations facilitator and teaches skills for creating alignment and agreement by fostering open dialogue around high-stakes, emotional, or risky topics—at all levels of your firm. By learning how to speak and be heard (and encouraging others to do the same), you'll surface the best ideas, make the highest-quality decisions, and then act on your decisions with unity and commitment. You'll leave this session knowing how to speak persuasively, not abrasively; foster teamwork and better decision making; build acceptance rather than resistance and resolve individual and group disagreements.

SESSION 4 : STORYTELLING FOR DESIGNERS

Led by Reeves Wiedeman, FAIA, Ashley Hand, AIA, and Steven Patterson

The ability to communicate with professionalism and passion is a requirement for today's young professional. In this session our panel of experts will inspire you to design stories to effectively communicate your ideas and demonstrate your professional knowledge to any audience without using jargon and "architect speak." You'll learn how your presence and style affect your message and you'll leave this session with a stronger understanding of how to make your presentations more polished and powerful.