



MANAGEMENT CONSULTING SERVICES
Steve L. Wintner, AIA Emeritus

An EntreArchitect Academy presentation

A CULTURE of ACCOUNTABILITY

Through Self-Management

Wednesday, April 6, 2016



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A CULTURE OF ACCOUNTABILITY – THROUGH SELF-MANAGEMENT

- What is a ‘Culture of Accountability’
‘a work environment in which everyone
is willing to accept responsibility and to be accountable for one’s actions’
- What does ‘Self-Management’ mean?
‘being capable of working with little or no supervision’



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- What's different about this kind of culture vs. other professional design firm cultures?



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- Why would this type of culture be advantageous to a professional design firm?
- What are some of the benefits of this type of culture?



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- Applicable to any size firm...
 - ...firms with an established culture
 - ...start-up firms planning to identify/establish a culture
 - ...sole practitioner firms planning to grow
- Not a 'one-size fits all' concept



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- Have you been through this process with any of your clients yet?
 - Approx. how long would it take, from start to final implementation, to get this kind of culture ‘in-place’?



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- What are the primary steps a firm would need to follow if they chose to implement this type of culture for their firm?



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- Is there any form of graphic representation of this type of culture that indicates its overall concepts?



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An Accountability Culture Matrix

A Commitment to the Firm and Staff

GROWTH THROUGH SELF-MANAGEMENT

Growing Our Firm and Ourselves

"We are building a special kind of company."

CONSTANTLY IMPROVING EVERYTHING

Thinking Like
Owners

"This is our company,
we can build it
together."

An Ownership
Culture

Satisfying Our
Clients

"Total client service
is our competitive
edge."

A Client-Driven
Culture

Producing the
Highest Quality

"Everything we are
doing, we can do
better."

A Quality
Culture

Learning Our
Business

"Everyone is a learner,
everyone is a
"teacher."

A Learning
Culture

Building Our
Team

"We can accomplish
anything, if we do
it together."

A Teamwork
Culture



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Summary of Presentation and Q&A Session

1. Understanding what a Culture of Accountability and Self-Management represents
2. Recognizing what is different about this type of culture
3. Advantages this culture would bring to a professional design firm
4. Benefits of this type of culture
5. Applicability to any size firm
6. Process of initiating, developing and implementing this type of culture
7. The organizational matrix describing the components of this type of culture



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- Steve L. Wintner, AIA Emeritus, is the founder and principal of Management Consulting Services, an Austin-area based firm specializing in professional design firm management.
- Steve has more than 45 years of experience in numerous aspects of design firm management, including former positions as vice president and director of operations for two internationally prominent architectural firms, and as the managing partner of his own small architectural firm.
- He created and developed the *Path to Profitability* Financial Management Workshop, which he has presented at national, state, and local AIA component levels since 1992. Steve served as a member of The AIA Practice Management Committee from 1987 to 1989, and was its Chairperson in 1989.
- Steve co-authored, with Michael Tardif, '*Financial Management for Design Professionals: The Path to Profitability*', first edition published in 2006. Second edition to be published as an e-Book in 2016.
- Author of *Chapter 7 - Financial Management*, *The Architect's Handbook of Professional Practice*, 15th Ed. and numerous articles for AIA Best Practices, AIA Project Management Digest and AIArchitect Online.



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