

Designing a World-Class Architecture Firm: The People, Stories, and Strategies Behind HOK By Patrick MacLeamy

## **Book Designing a World-Class Architecture firma**

Offers architects and creative services professionals exclusive insights and strategies for success from the former CEO of HOK. Designing a World Class Architecture Firm The People Stories and Strategies Behind HOK tells the history of one of the largest design firms in the world and draws lessons from it that can help other architects interior designers urban planners and creative services professionals grow bigger or better. Former HOK CEO Patrick MacLeamy shares the revolutionary strategies HOK's founders deployed to create a brand new type of architecture firm. He pulls no punches revealing the triple crisis that almost bankrupted HOK and describes how any firm can survive and thrive. Designing a World Class Architecture Firm tells the inside story of many of HOK's most iconic buildings including the National Air and Space Museum Moscone Convention Center Oriole Park at Camden Yards the Houston Galleria and the reimaged LaGuardia Airport. Each chapter conveys lessons learned from HOK's successes and failures including: The importance of diversifying to depression and recession proof your firm. The benefit of organizing your firm around specialized leaders and project types. The difference between leading and managing your people. The value of simple financial metrics to ensure your firm's health and profitability. The run toward trouble strategy which prevents problems from ballooning. MacLeamy delivers his advice via inspirational stories such as how HOK survived when its home office in St. Louis went up in flames and humorous stories like the time an HOK executive was mistaken for royalty on a trip to Saudi Arabia. In this tell all guide the driven architecture or design professional will find the tools needed to evolve or grow any firm. Offers architects and creative services professionals exclusive insights and strategies for success from the former CEO of HOK. **Designing a World-Class Architecture Firm booklet** Each chapter conveys lessons learned from HOK's successes --and failures-- including: The importance of diversifying to depression-and-recession-proof your firm. The benefit of organizing your firm around specialized leaders and project types. The difference between leading and managing your people. The value of simple financial metrics to ensure your firm's health and profitability. The run toward trouble strategy which prevents problems from ballooning. MacLeamy delivers his advice via inspirational stories such as how HOK survived when its home office in St. **Designing a World-Class Architecture Firm kindle** Each chapter conveys lessons learned from HOK's successes --and failures-- including: The importance of diversifying to depression-and-recession-proof your firm. The benefit of organizing your firm around specialized leaders and project types. The difference between leading and managing your people. The value of simple financial metrics to ensure your firm's health and profitability. The run toward trouble strategy which prevents problems from ballooning. MacLeamy delivers his advice via inspirational stories such as how HOK survived when its home office in St. **Kindle Designing a World-Class Architecture firman** Louis went up in flames and humorous stories.

## **Designing a World-Class Architecture firming system**

And Strategies Behind HOK. First and foremost this is a real world BUSINESS book not an esoteric design book even though it was written by an architect. Thank goodness. It's full of concrete wisdom to help other architects engineers interior designers etc run their firms. I learned things that will make any company efficient profitable and happy. I really appreciate that MacLeamy wrapped his advice in real human stories rather than just preaching at me. He even acknowledges HOK's struggles in order to share important lessons. Some of my takeaways: •Yes even creatives need financial metrics. MacLeamy shares the beautifully simple ones he developed for HOK and welcomes you to steal them. •Designers should pour resources into their projects EARLY because it's much easier to correct mistakes in CAD/BIM than later in concrete/steel. •If you're smart about it you can

reward collaboration at your company instead of just profitability•I had never heard somebody describe the difference between leading and managing before but it was as if MacLeamy was describing the boss I would want to have or want to BE•A healthy company culture is critically important and there are tangible ways to strengthen yoursThis book should be required reading in every architecture school's Practice Management courses We are taught how to design buildings but not how to design our own firms Highly recommend Designing a World-Class Architecture Firm: The People.

### **Kindle Designing a World-Class Architecture firmoo**

And Strategies Behind HOK Designing a World Class Architecture Firm provides gems about leadership and business development that can guide any organization toward success Patrick MacLeamy does an exquisite job of personalizing his journey and growth from newbie architect to company leader while telling the story of how HOK and its founders formed a respected and sought after architectural firm He described how HOK derived its success from solid practical principles including leading instead of managing developing a world class culture developing a solid reputation organizing growth and much He also emphasized the leadership and marketing skills of listening relating and respecting othersAs an organizational behavior and development professional myself I know first hand the issues that organizations experience MacLeamy shows the reader how to do it right as he combines productivity profitability and purpose into achieving a superior reputation with financial rewards and weaves his pearls of wisdom together with a summarized list at the end of each chapterGloria Dunn ViolinFounder Speaker AuthorHaving a Life Designing a World-Class Architecture Firm: The People.

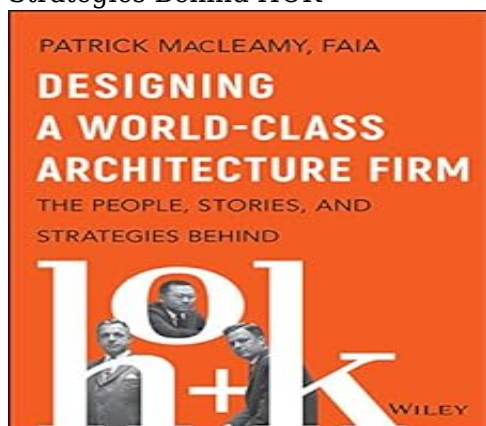
### **EPub Designing a World-Class Architecture firmware**

And Strategies Behind HOK The title does not communicate the excitement of this book It is a page turner The lessons learned set forth at the conclusion of each chapter can be applied to any personal services business and beyond As an introductory text this book would give an inspiring start to any architecture or business school experienceFounders Hellmuth Obata and Kassebaum were convinced that establishing and maintaining the right corporate culture would be essential The culture they had in mind was one where individuals and offices would not be in competition with one another but would help one another to succeed Executives would be leaders not managers They would get in front and help pull not supervise The approach with clients was not to start by dazzling them with ideas but by listeningAirports government centers hospitals university campuses and sports stadiums are among the hundreds of projects completed by HOK They are handsome and comfortable buildings that dignify their communitiesThe author joined HOK out of architecture school and thrived in this remarkable company for fifty years the last fifteen as CEO Designing a World-Class Architecture Firm: The People.

### **Designing a World-Class Architecture firmjob**

Stories and Strategies Behind HOK tells the history of one of the largest design firms in the world and draws lessons from it that can help other architects interior designers urban planners and creative services professionals grow bigger or better. **EPub Designing a World-Class Architecture firms** Designing a World Class Architecture Firm tells the inside story of many of HOK's most iconic buildings including the National Air and Space Museum Moscone Convention Center Oriole Park at Camden Yards like the time an HOK executive was mistaken for royalty on a trip to Saudi Arabia. **Designing a World-Class Architecture firmfor the future** Designing a World Class Architecture Firm: The People Stories and Strategies Behind HOK tells the history of one of the largest design firms in the world and draws lessons from it that can help other architects

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