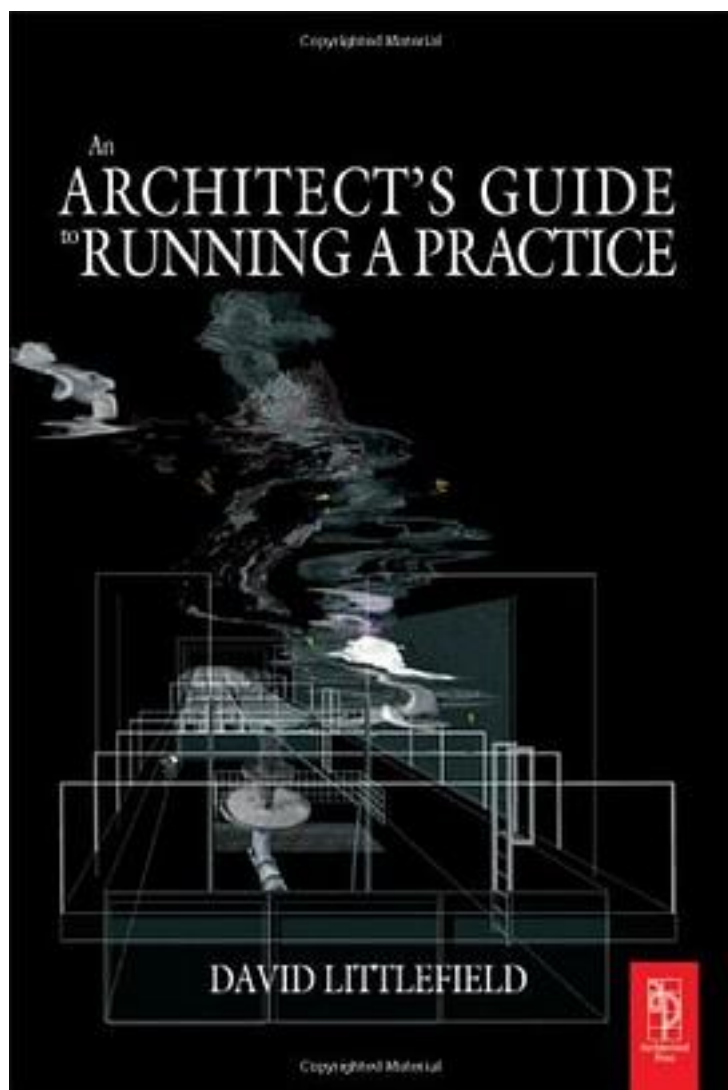# The Architect's Guide To Running A Practice

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This is your essential one stop shop for information on starting and running a practice. Case studies and advice from practitioners, big and small, run alongside outlines of all the key topics, to give you an insight into the problems and challenges others have faced when setting up a design business. Accessible and informative, this handbook is the ideal first point of reference when starting a practice. Architects have many different reasons for setting up in practice; equally, there are many ways of running your own business. This handbook helps you consider whether or not you should set up on your own, examining issues such as financing, office space, recruitment, IT and working out a business plan. Some architects want to stay small, while others have ambitions to grow into large businesses. Some grow big accidentally. And then there are those who pick and choose their work carefully, and even turn down undesirable contracts, while others will grab at everything possible. This book would explore these different models and illustrate how different kinds of practice develop into successful businesses. Importantly, the book will stress that these issues are crucial - you may be the best designer in the world, but unless your business is well managed you will fail. On the other hand, some successful architects spend a lot of time looking for new work and attending to management issues, rarely finding the time for design work. This book would illustrate how architects have struck a balance between these two extremes. It provides practical advice to show you how to make your business a success. It is based on real life examples, not theory, to give you a jargon free accessible guide. It gives clear and concise information guiding you directly to the key information you need.

作者介绍:

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