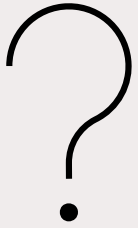


The 60-Minute MBA for Architects

SPEAKER:
STEVE BURNS, FAIA
FOUNDER
THE WELL-DESIGNED
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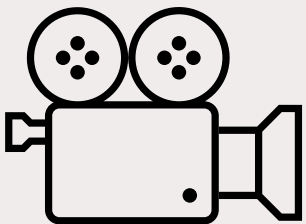
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LEARNING OBJECTIVES



Identify why a “business-thinking” mindset is of utmost importance for service professionals



Explain best practices for implementing a metrics-oriented leadership system



Summarize how data-based performance management drives smarter business decisions



Analyze how profitability drives growth rather than being merely a result



Reframe your firm as a platform that enables you to achieve your business and personal goals

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