

LEADERSHIP LINK



“The key to successful leadership today is INFLUENCE, not authority”

- Kenneth Blanchard

Building a Culture of Leadership

Students

Engage actively with your local student chapter(s)

- Teach or be a speaker in their studios
- Actively mentor
- Advisory Committee @ the University
- Have the students be active participants on your ExComm
- Create opportunities for engagement regularly
 - Hold your ExComm mtg at their school
 - Help with Chapter events
 - Sponsor SCASLA events

Emerging Professionals

Remove barriers & delegate

- Keep it fun!
- Create EPG or Inter-Association Group
 - Give it a certain level of autonomy
 - Education & networking-based programs
- Encourage ownership/ leadership of tasks
 - Delegate! Give them responsibility & trust them to get it done.
- Early exposure to what's behind the 'curtain'
 - Let them know you see their potential & you're there to support them

Professionals

Encourage growth & development

- Continue targeting strong candidates....mentor
- Get them in key roles with increasing responsibility
 - Committee Chair
 - ExComm positions
 - Event organizers & Leaders
- Repeat the process
- Plan ahead: have leaders lined up 3 years out
- Keep it fun & rewarding!



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Leadership Profile



Marq Truscott, FASLA

Q1 Who/what inspired you to become a leader in ASLA?

Actually, what inspired me were the leaders in the San Diego Chapter when I was an emerging practitioner in the mid 1980's. It felt like all of the major principals were taking their turn as Chapter president, providing leadership for the profession. I was not active prior to this, but it encouraged me to get involved and become more committed to ASLA. Later on, after moving to Sacramento, it was quite the opposite: at the time the Sierra Chapter was in a bit of a lull and did not have active participation from principals, so this inspired me to replicate my experience in San Diego.

Q2 How do you encourage other ASLA members to lead?

For me, a lot of it is highlighting the opportunities for members and encouraging them to get involved, to do something. Also letting them know they won't fail; that there's enough support beneath and around them from past leaders and members. I give them the brass ring and encourage them to start running with it. There are opportunities all over the place in ASLA, and with so many tasks needing to be done, active volunteers are always welcomed.

Q3 Who has influenced your leadership style and approach?

Francis Dean, one of the founders of EDAW, was an instructor of mine at Cal Poly Pomona and I just loved his style: the way he carried himself and inspired in a quiet sort of way. Ted Osmundson & Jot Carpenter, were two others who were very established and well-loved within the Society but were so approachable. I learned from Cameron Man, his passion and energy are legendary. I would see them at meetings and they struck me as 'real professionals' but again, were extremely approachable and available to less experienced landscape architects like me. In my life I never had direct mentoring from an elder per se, but rather gathered inspiration by observation of those leaders I aspired to be like. What currently excites me is learning from the new leaders who are younger than I am.

Q4 How has ASLA helped develop your leadership skills and career?

I've been through ASLA leadership programs (way back when they offered them), but what's been more helpful is my interaction with emerging professionals. Cohorts have changed through the years, and their needs have changed. Through observation it's helped me to develop my leadership skills, evolving directly in response to what they need from a leader. My involvement within ASLA keeps me current and relevant.