SUN-B07 Innovations in Employee Personal and Professional Development

November 17, 2013
1:30-3:00

To succeed today, firms must invest in employee programs to identify, nurture and promote new leadership in design, technical expertise, business practices, and marketing skills. The investments are manifesting themselves in diverse ways including: Scholarships, Sabbaticals, Fellowships, Research grants, Internship Programs, Volunteerism/Mentorships, Industry and Business Leadership, and office training programs. The goal for this panel is to initiate a discussion on some of the more non-traditional ways employee development is progressing in the profession. Come prepared to share your own thoughts and development programs.

PANEL
Lead Presenter:
Peter Walker, FASLA
PWP Landscape Architecture

Co-Presenter(s):
Joseph Lalli, FASLA
EDSA
Lucinda Sanders, FASLA
OLIN
Kurt Culbertson, FASLA
Design Workshop

Joseph Lalli, FASLA
EDSA

SPEAKER BIOS

PETER WALKER, FASLA
PWP Landscape Architecture
Peter Walker has over fifty years of experience in practice and teaching. The scope of his concerns is expansive – from the planning of cities to the design of small gardens—with a particular emphasis on civic design, corporate headquarters, plazas, academic campuses, and urban renewal projects. Exploring the relationship of art, culture, and context, he has challenged traditional concepts of landscape design.

Peter has been granted the Harvard’s Centennial Medal; University of Virginia’s Thomas Jefferson Medal; ASLA Design Medal; IFLA Sir Geoffry Jellicoe Gold Medal; ASLA
Medal; and the Urban Land Institute’s J.C. Nichols Prize for Visionaries in Urban Development.

LUCINDA SANDERS, FASLA
OLIN
Lucinda Sanders is responsible for continually shaping OLIN as a leader in design excellence and sustainability. Lucinda served as President of the Landscape Architecture Foundation, and is actively involved on multiple boards and committees dedicated to the advancement of the field of landscape architecture including, the Lady Bird Johnson Wildflower Center Advisory Board, the Landscape Journal Editorial Board and the CEO Roundtable. She is currently an Adjunct Professor of Landscape Architecture at the University of Pennsylvania, and has lectured internationally for major universities and professional organizations.

KURT CULBERTSON, FASLA
Design Workshop
Kurt Culbertson is Chairman of Design Workshop, with offices in Aspen, Colorado, and five other cities. Kurt received his Bachelor of Landscape Architecture degree from Louisiana State University and a MBA with an emphasis in Real Estate from Southern Methodist University. He is currently pursuing a Doctorate in Landscape Architecture from the Edinburgh College of Art. Kurt is a former Fulbright scholar, and a past Chapter Chair of the Rocky Mountain Chapter of Young Presidents Organization. Kurt has a particular focus on application of comprehensive approach to sustainable development which seeks measurable economic, environmental, community, and aesthetic outcomes.

JOSEPH J. LALLI, FASLA
EDSA
Resolution and self-confidence have allowed Joe to take EDSA to new heights in design, profitability and growth. Able to integrate into other cultures and inspire trust, Joe has become a leader in international design. In 2000, he established a major EDSA presence in China. He has been responsible for numerous master plan updates and resort/hotel renovation projects, regional land planning, resource planning, and communication planning projects, educational and cultural facilities, business parks and urban developments.

He holds a Master of Landscape Architecture from University of Michigan and a Bachelor of Science in Landscape Architecture, from Cornell University.

Learning Objectives:
1. Find new employee development programs that enhance competitiveness, attract the best talent, and transition leadership.
2. Learn from success stories how to align employee aspirations with the business strategy and goals of your company.
3. Discover how to manage the investments required and what to expect in return.
4. Understand how commitment can extend beyond an individual firm to develop new leadership in schools, local communities, and the profession.
Session Outline

INNOVATIONS IN EMPLOYEE PERSONAL AND PROFESSIONAL DEVELOPMENT

GENERAL OUTLINE

I. Introduction and Overview of Employee Development
   a. Historical Overview
   b. Today’s approach to employee growth and development
   c. Expectations of Employees
      i. Continuation of formal education
      ii. Life-long learning environment
      iii. Defined and diverse career paths for growth
      iv. More responsibility and opportunities for professional growth.
      v. Balanced personal and work life.
   d. Expectations of Employers
      i. New leadership capabilities and expanded employee responsibility
      ii. Employee retention and loyalty.
      iii. Strong employee morale.
      iv. Leadership transition.
      v. Recruiting advantages.
      vi. Improved productivity.
      vii. Enhanced competitiveness and value for clients.

II. Each panelist will share their spin on some of the non-traditional forms of employee development their firms have explored….Some successful and some not.
   a. Peter Walker-PWP Landscape Architecture
   b. Lucinda Sanders-OLIN
   c. Kurt Culbertson-Design Workshop
   d. Joseph Lalli-EDSA

III. Panel Discussion-the panel may explore and discuss a few issues in more detail based on the ideas shared by each firm.
   a. Keys to success or recipe for failure.
   b. Investments
   c. Costs of different programs. Are they worth it?
   d. What should you expect as a return on your investment?
   e. What is the right level of employee development for your firm?
   f. What is Next?

IV. Questions and Open Discussion with audience.