

EMERGENCE

ASLA Associate Advisory Committee's Newsletter

June 2021



ASLA
SKILL | ED

Education to Build Your Practice

My SKILL | ED Experience

Fellow ASLA Associates,

As an emerging professional, finding time to continue my education within my field is difficult to fit in around work relating to ongoing projects. Having the opportunity to attend Skill|Ed this week has broadened my understanding of both business development, proposal strategies and solutions, and approaches to firm-to-client contracts.

Having had experience in business development that relied primarily on my interpersonal skills and knowledge of the field, I'm used to and restricted to most of my own strategies during stakeholder meetings and outreach communications. The business development session not only helped me diversify and situation-tune my approaches, but also gave me the opportunity to begin ideating new strategies and identifying how to navigate different personalities that I may encounter. While I was already aware that business is primarily social, I'm glad to say that the session helped me build a strategic framework that I can use in future interactions, even as an emerging professional.

The proposals session expanded my view significantly on how business processes are often conducted differently between firms. The exposure to different methodologies, information standards, and delivery approaches now provides me with a starting point to learn even more that I can bring to and combine with my firm's current modus operandi. I feel confident asking questions about our current processes now that I can see that there are different ways to bring proposals to life, and that different approaches can be tailored to situations. I hope that through my continued exposure to the operations of other firms that I can effectively improve the practices and executions of my own.



Overall, I found great value in attending this new ASLA learning opportunity as it has shed light on information that I didn't previously have exposure to. This has helped me recognize areas that I should spend more time developing in professionally, such that I can push my career forward at a greater pace.



Looking Ahead

June 25, 4 pm ET - [Virtual LGBTQIA Pride Month Happy Hour!](#)
July 10 - Emerging Professional Honor Medal Design Deadline

Questions?
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