1. Business is the new theory
   - High-end schools partnering with business schools to survive

2. You are an exporter
   - USA = major exporter of architecture
   - China = major importer of architectural firms from the USA

3. Your staff is multinational
   - 2020-2030: Caucasian = minority

4. Your clients are old & rich
   - Baby boomers write the check
   - Put demands on place-making

5. Your clients are young & poor
   - Tenants over-use of federal $s
   - Socialism Bauhaus funded by Weimar Govt.

6. You do more with less
   - Chinese = Bauhaus
   - Bauhaus = Modernist
   - Modernist = Rationalist
   - Rationalist = Minimalist
   - Minimalist = Post-Modernist

7. The weather keeps getting weirder
   - 2030 = 73% of hot days extreme
   - New settlement patterns
   - Relocating Vitruvius

8. The government keeps getting bigger
   - 1.6 billion $ overdue bill for ArchiPAC = 15% of AIA members donate (as attorneys)

9. Architecture firms keep getting bigger
   - Mega firms / specialized firms
   - Economies of scale
   - Double down time

10. You are networked
    - ENTJ
    - 30% of architects fall under "the field marshal"

End... We live in a state of wonder

Stay level-headed...

The downturn hit the reset button

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