

\$100,000,000,000,000



MIDWEST ARCHITECTURE COMMUNITY COLLABORATION 2020

NOVEMBER 5, 2020

**MACC 2020: Adaptable Architecture:
building resilience in a time of change**

TRACK I: Architecture Leadership

ARCHENOMICS

SEE THE CHANGE YOU WANT TO BE
IN YOUR ENTERPRISE

Margie Skiljan

\$100,000,000,000,000

Estimated Loss of Gross National Product (GNP) due to Unproductive Thinking

ARCHENOMICS

APPROACH

Civic Planning for Technology Systems

*Visualizes any enterprise as a community of
people, products and processes*

NOT JUST FOR ARCHITECTS

ALL ROLES INCLUDED ...

Leaders

Volunteers

Board Members

Teammates

Students



THINK ABOUT ...

WHY does your mindset matter?

HOW does this apply to resiliency?

WHAT lessons can help you be the change?



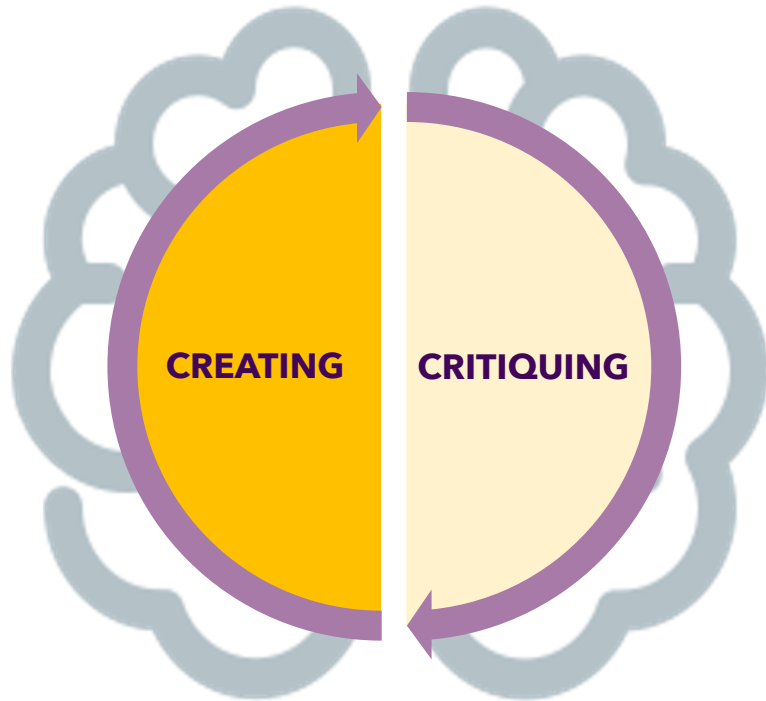
LESSON 1 ...

CHECK YOUR MINDSET

WHICH MINDSET ARE YOU?

EVOLVING

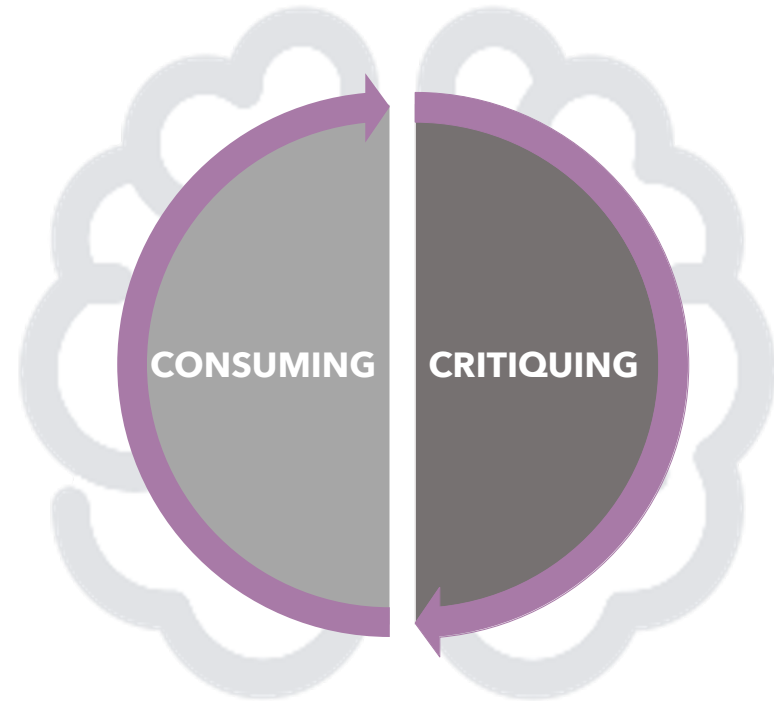
Intelligence First



OR

ESTABLISHED

Knowledge First





LESSON 2 ...

CREATE A UNIQUE NAME



You learn by association!

SYSTEM DEFINITION

- 1 a regularly interacting or interdependent group of items forming a unified whole a number *system*: such as
- a (1): a group of interacting bodies under the influence of related forces a gravitational *system*
(2): an assemblage of substances that is in or tends to equilibrium a thermodynamic *system*
 - b (1): a group of body organs that together perform one or more vital functions the digestive *system*
(2): the body considered as a functional unit
 - c: a group of related natural objects or forces a river *system*
 - d: a group of devices or artificial objects or an organization forming a network
 - e: a major division of rocks usually larger than a series and including all formed during a period or era
 - f: a form of social, economic, or political organization or practice the capitalist *system*
- 2: an organized set of doctrines, ideas, or principles usually intended to explain the arrangement or working of a systematic whole the Newtonian *system* of mechanics
- 3a: an organized or established procedure the touch *system* of typing
b: a manner of classifying, symbolizing, or schematizing a taxonomic *system* the decimal *system*
- 4: harmonious arrangement or pattern : ORDER bring *system* out of confusion— Ellen Glasgow
- 5: an organized society or social situation regarded as stultifying or oppressive

ARCHENOMICS

ARCHITECTURE + ECONOMICS

Planning and Design
that creates and sustains
Development and Growth



LESSON 3 ...

ASSOCIATE USING ANALOGIES

WHICH NEEDS AN ARCHITECT?

CITY

OR

ENTERPRISE

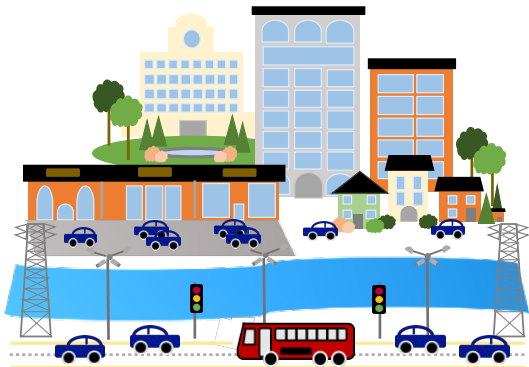


WHAT CAN BE AN ENTERPRISE?

Any endeavor that requires funding to fulfill its purpose

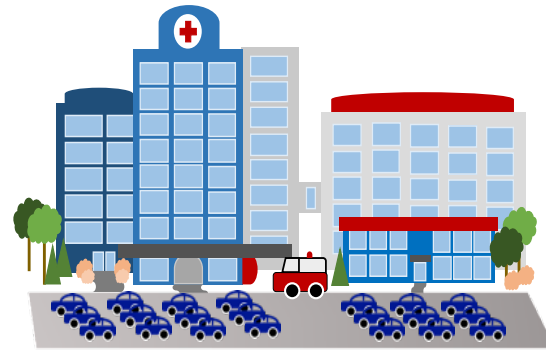
Governments

e.g. Local



Institutions

e.g. Hospitals



Businesses

e.g. Companies

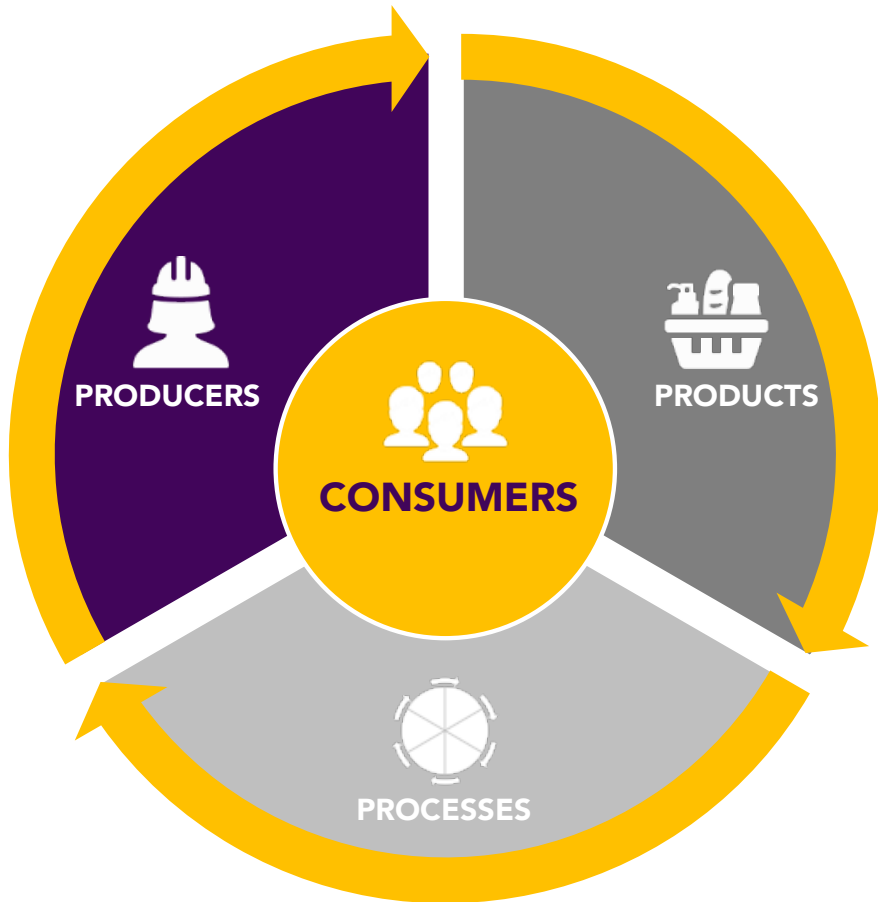


Organizations

e.g. Non-Profit



HOW DOES AN ENTERPRISE PROVIDE VALUE?



1		PEOPLE TO BE SERVED
2		DEMAND TO BE SATISFIED
3		PRODUCTS TO BE PRODUCED
4		SYSTEMS TO BE CREATED
5		PROCESSES TO BE FOLLOWED
6		TECHNOLOGY TO BE LEVERAGED

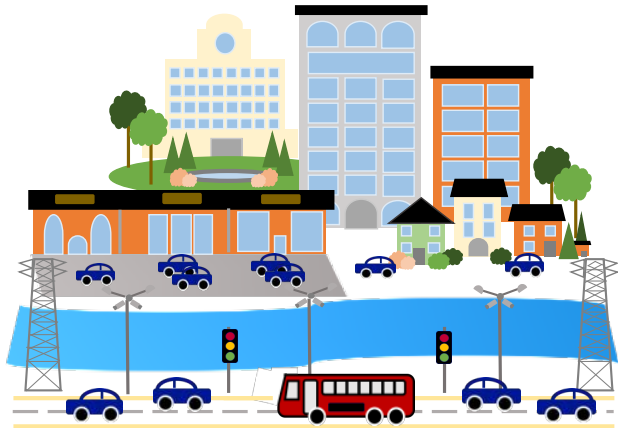
HOW CAN YOU SEE AN ENTERPRISE?

THEMING

Associate familiar to unfamiliar

Pragmatic

Supplying, Administering



Intrinsic

Protecting, Healing



Magnetic

Creating, Amusing



WHAT ARE SOME EXAMPLES?

Real theming approaches

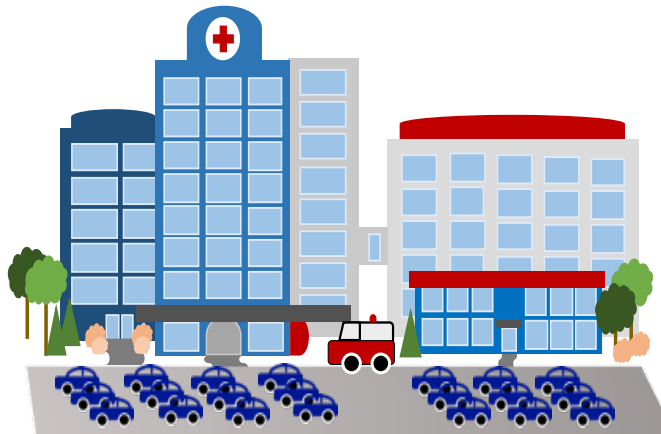
City

Fortune 20 Health Care
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Manufacturer

Fortune 500 Chemical
BOTTOM UP



Movie Studio

Top 20 Small Firm Consulting
MIDDLE OUT



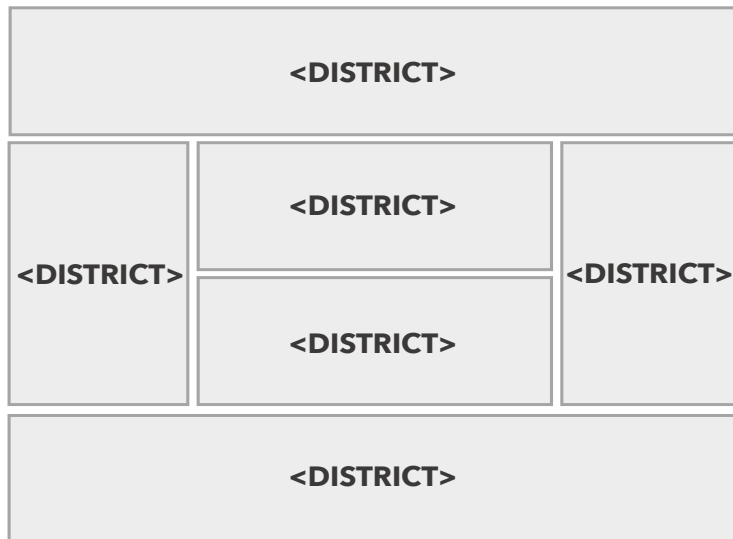
WHERE DO YOU USE THE THEME?

PRINCIPAL BLUEPRINTS

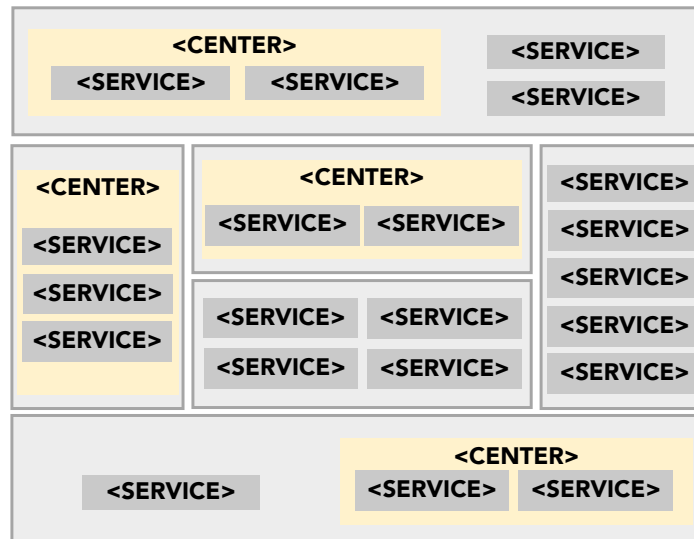
Tangible Archenomics product

TWO PERSPECTIVES

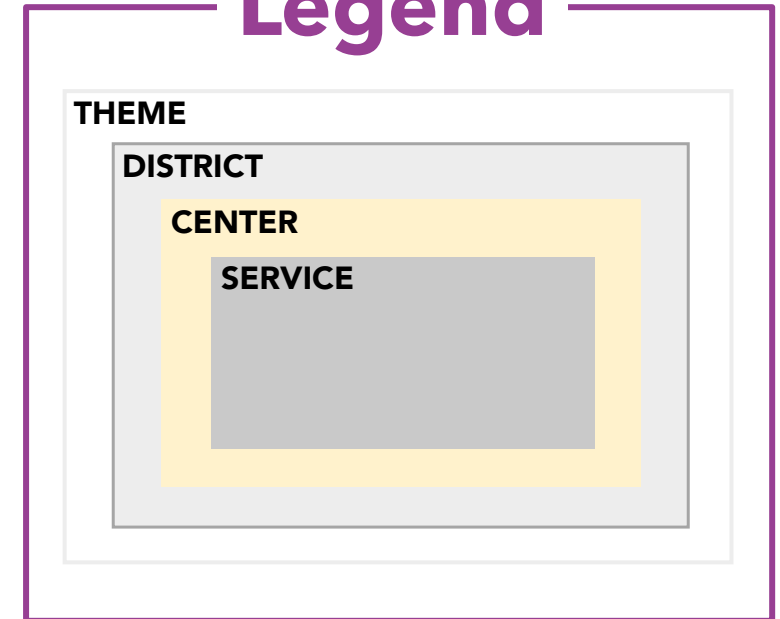
Panorama



Elemental



Legend



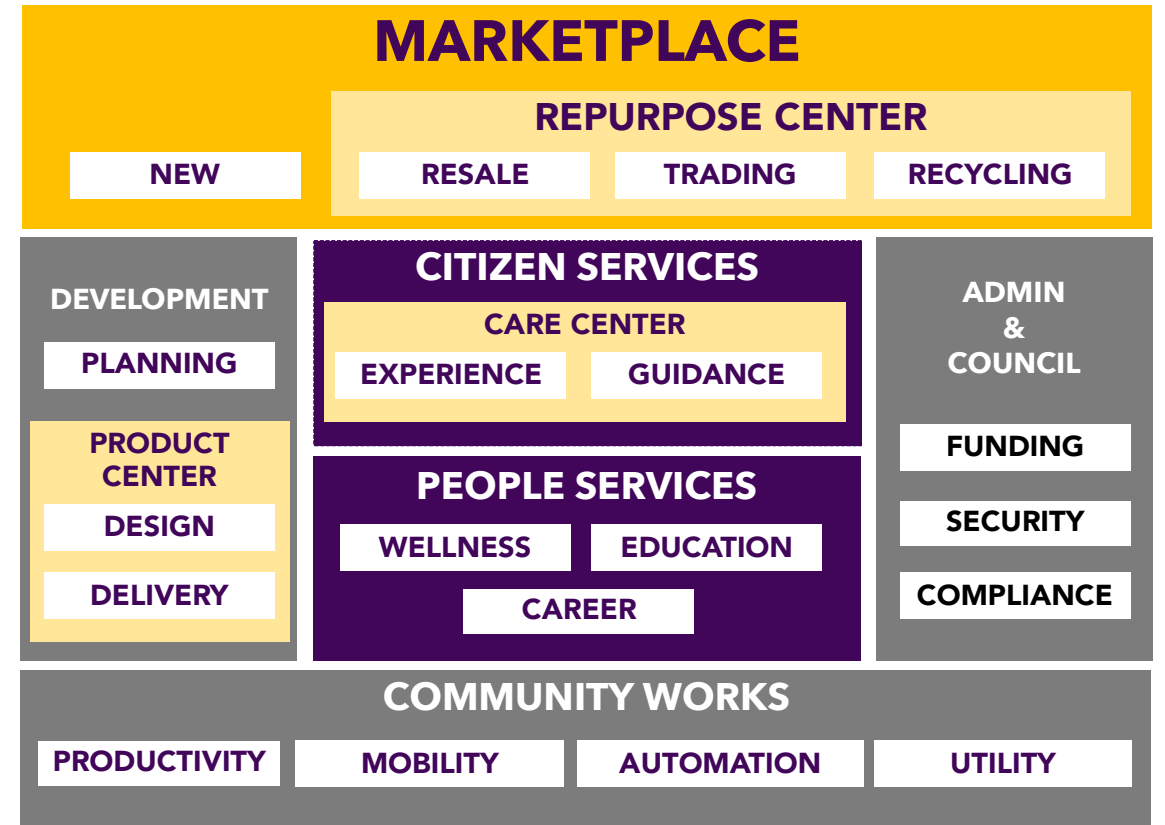
BLUEPRINT EXAMPLE

Manufacturing Circular Economy

PANORAMA



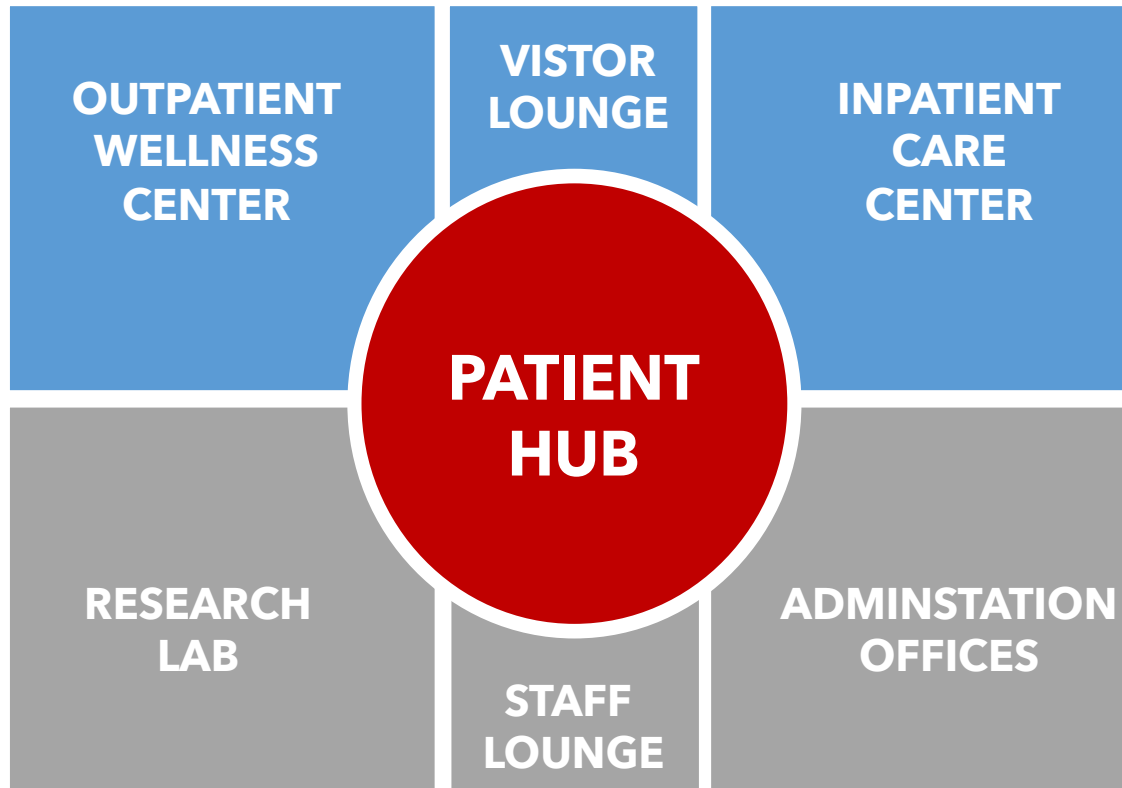
ELEMENTAL MARKETPLACE



CASE EXAMPLES

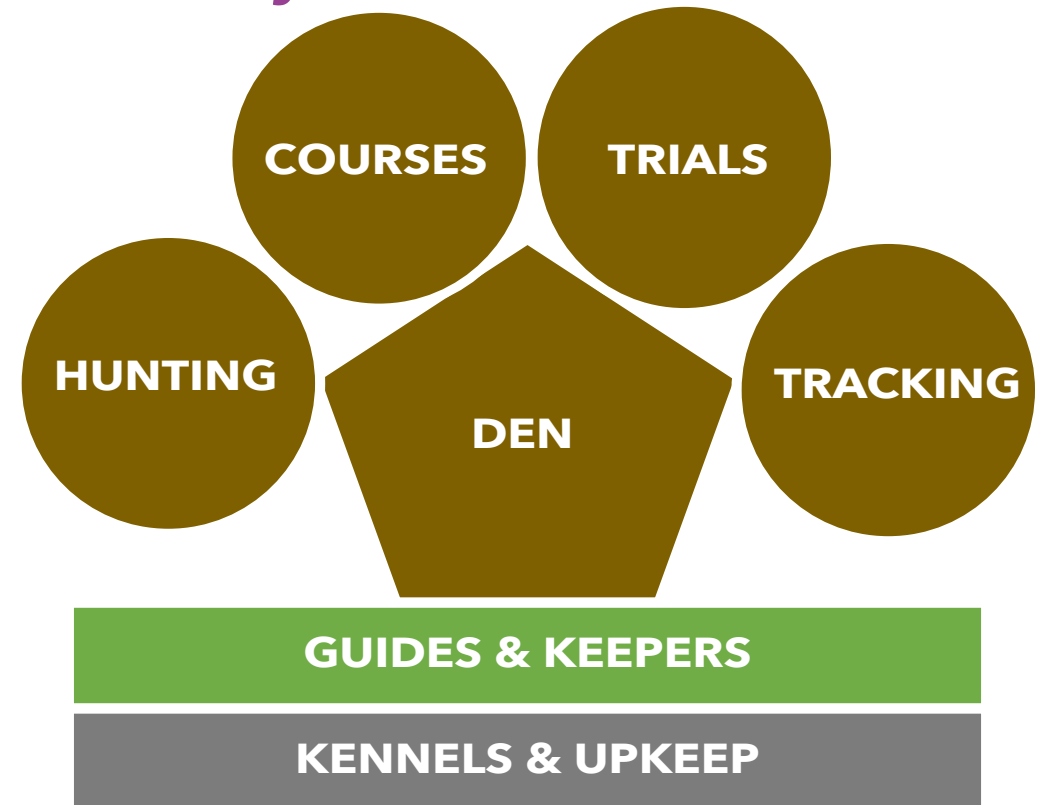
INTRINSIC

Health Food - Medical Complex



MAGNETIC

Veterinary Education - Canine Care

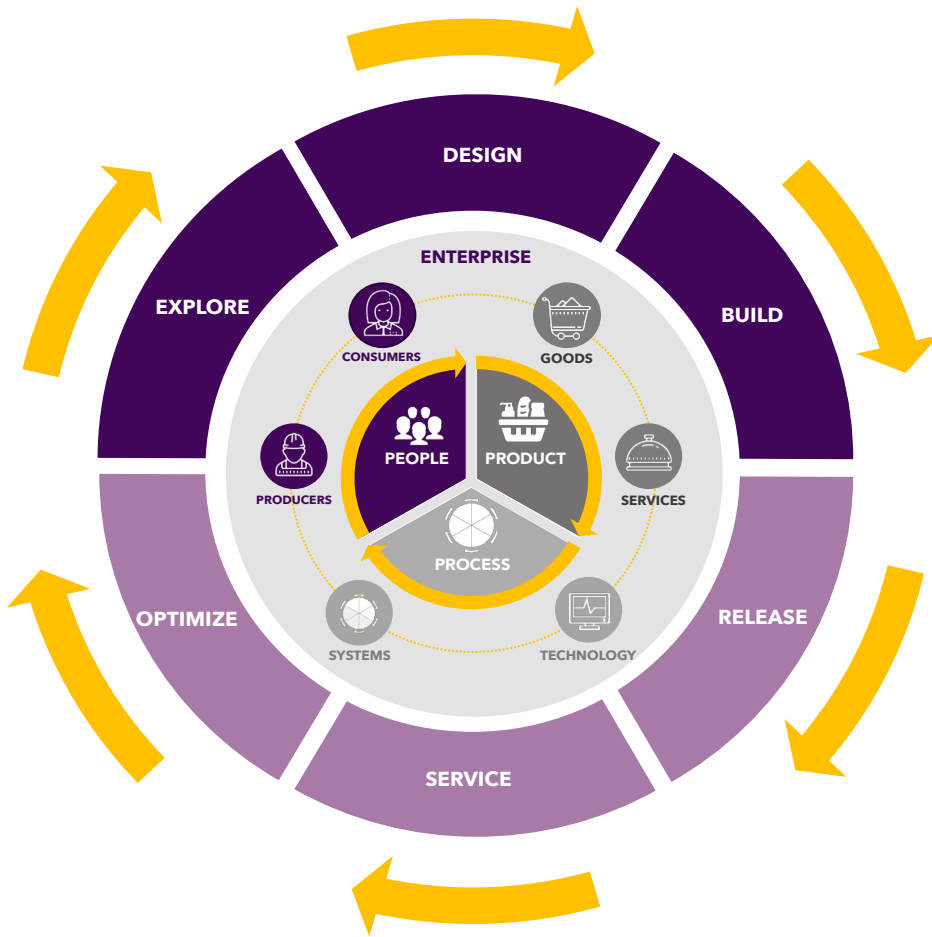




LESSON 4 ...

THINK IN LIFECYCLES

ARCHENOMICS CYCLE



PRODUCT CYCLE

Lightweight process for
Archenomics products

Explore, Design, Build, Release, Service, Optimize

PROVIDES CONTINUOUS PLANNING

Community of ...

Consumer and Producers = People

Goods and Services = Products

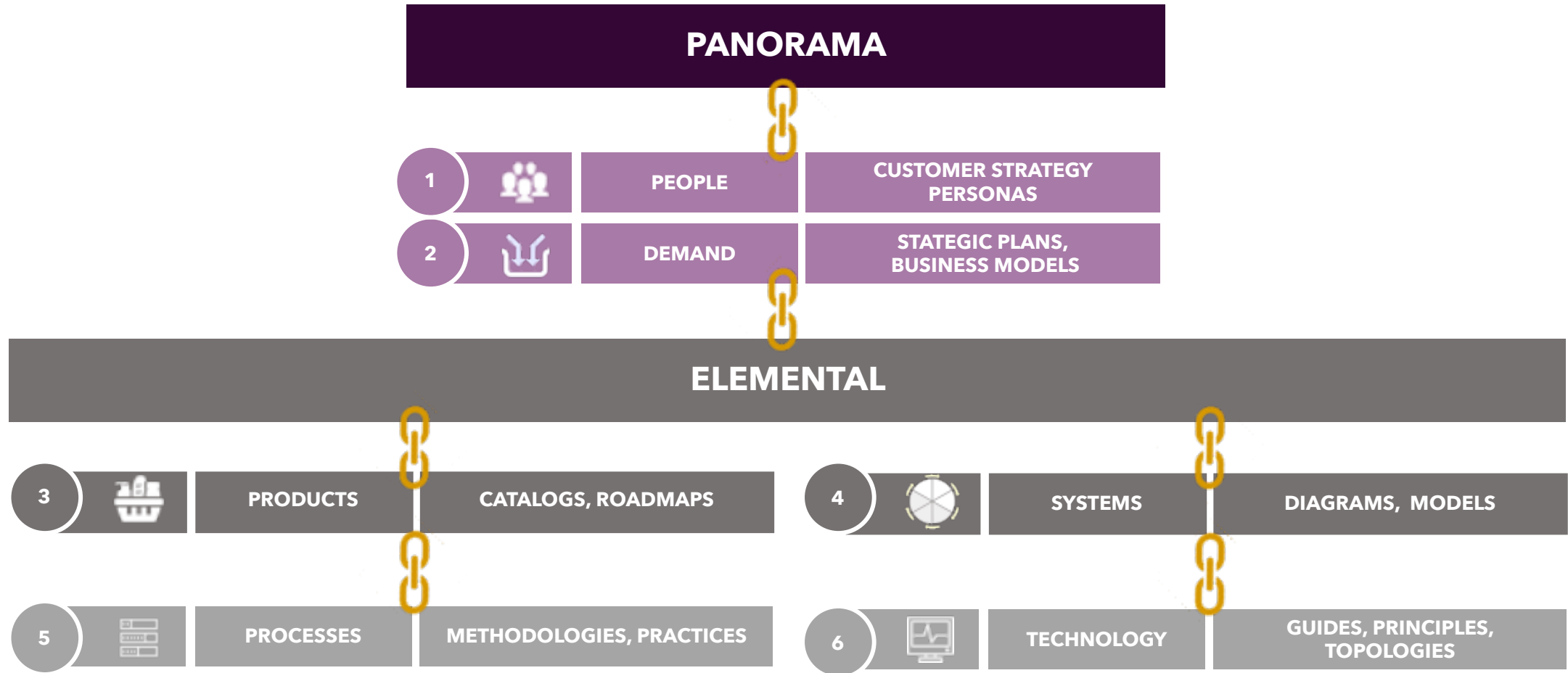
Systems and Technology = Processes



LESSON 5 ...

COMPLEMENT OTHERS' WORK

LINKING: NO NEED FOR REWORK





LESSON 6 ...

INCLUDE OTHERS' IDEAS

SELF-GOVERNANCE

Enable Everyone to be Productive

1 PRINCIPLES



Constitution
Credos
Directives

2 PRACTICES



Patterns
Directions
Instructions

3 METHODS



Approvals
Awareness
Adjustments

PRINCIPLE EXAMPLES

WHO USES PRINCIPLES?

CONSTITUTION

"We the People"



CREDO

"We believe"



DIRECTIVES

"Customers are"



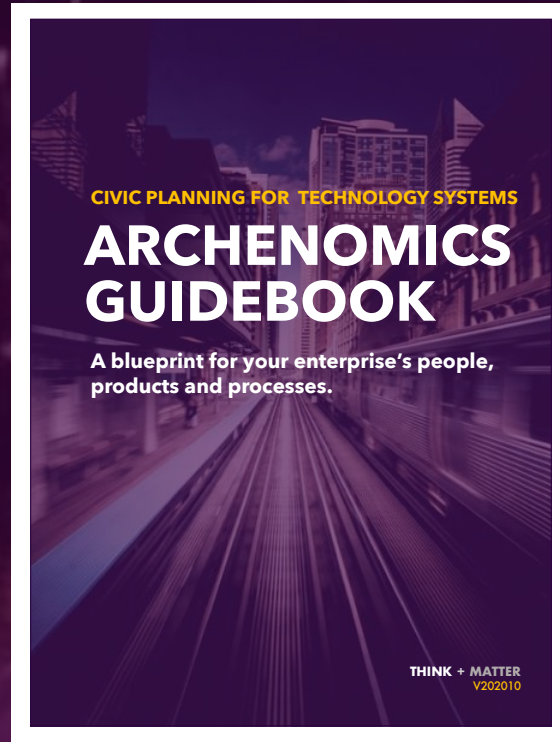


LESSON 7 ...

**DO TO OTHERS AS YOU
WOULD HAVE THEM DO TO YOU**

**Golden Rule
Luke 6:31 NIV**

A BIG THANKS GIFT FOR YOU!



The **Purpose** of Life is to
Discover your gift.
The **Meaning** of Life is to
Give your gift away.

David Viscott

QUESTIONS AND RESPONSES



THINK ABOUT ...

WHY does your mindset matter?

HOW does this apply to resiliency?

WHAT lessons can help you be the change?

GUIDEBOOK REQUEST QUESTIONS

Send to:

mstiljan@thinkmatter.net

LINKEDIN

Margie Skiljan

ONE FOR THE ROAD

Your ability to be creative
is decided by what
you choose to do
or what you decline to do.

As you choose, you decide your destiny.

MACC MISSION

The Midwest Architecture Community Collaboration's (MACC) purpose is to bring all domains of architecture together to share information and techniques of interest to all of us. It is our shared belief that through collaboration, we can better understand and promote the significance of architecture to business success.

RESILIENCE

- The American Psychological Association (2014) defines **resilience** as “the process of adapting well in the face of adversity, trauma, tragedy, threats or even significant sources of stress
- **Resilience Theory** argues that it's not the nature of adversity that is most important, but how we deal with it. When we face adversity, misfortune, or frustration, **resilience** helps us bounce back. It helps us survive, recover, and even thrive in the face and wake of misfortune – but that's not all there is to it.

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