



The Architecture of Value: Building Your Professional Practice

Craig Park

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EXPERTISE creates the opportunity to build a unique professional service practice that is designed one that has differentiated strategies, goals, and mission based on your vision and leadership. EXCELLENCE is the result of applied expertise the message that your marketers and business developers communicate to both existing and potential clients. EXPERIENCE comes from the right practice of your business providing collaborative work that your people love to do, and as a result, work that your client s love beyond expectation. In The Architecture of Value, Craig Park updates his 2002 publication Design. Market. Grow! with and expanded collection of observations and lessons learned drawn from more than 40 years in the building industry. Framed as practical direction for aspiring leaders, he shares real-world examples of how to build a professional service firm through a combination of leadership, collaboration, and value; the basis for creating an enduring professional service practice.

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