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Is The Small Architecture Firm Dead? Challenges and Opportunities For the Next 10 Years

Instructor: Bob Fisher

1. A great hockey player plays:

- Where the puck is
- Where he thinks the puck is
- Where the puck isn't
- Where the puck is gong to be

2. What is the trends and context cycle?

- Trend + future operating environment = content strategy + innovation
- Innovation + content strategy = future operation environment
- Trend + innovation = future operating environment
- Content strategy + innovation = future operating environment

3. What is the four-stage future casting process?

- Seeking, Analyzing & Interrupting, Designing a Response, Taking Action
- Collecting, Building, Implementing, Growing
- Research, Planning, Implementing, Strategy
- Gathering, Reviewing, Planning, Reacting

4. What does SWOT stand for?

- Special Weapons Or Tactics
- Strengths, Weaknesses, Opportunities, Threats
- Strengths, Weakness, Options, Trends
- Strengths, Weakness, Opportunities, Tactics

5. What is 1 of the 10 qualities of a future-ready firm?

- Curious
- Cautious
- Busy
- Secretive

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