

QUEST FOR TALENT

“The future we envision for work allows for infinite virtual workspaces that will unlock social and economic opportunities for people regardless of barriers like physical location.”

–Facebook Reality Labs

AE firms continuously struggle to attract and retain the best talent and significantly underestimate the true cost of turnover and lost opportunities. Design firms have traditionally hired reactively to satisfy near-term project workflows. To disrupt this treadmill of diminishing returns, firms need to focus on identifying the new types of talent that will help them compete in the future and on cultivating the sources of those novel talents.

Here are some of the relevant insights we have gleaned over the years in our research and working with design practices:

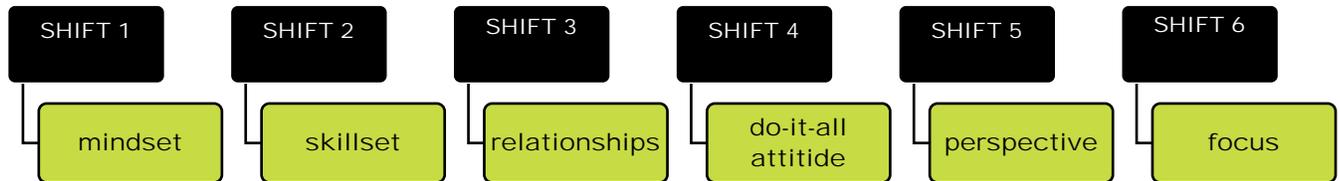
AE firms find themselves at a competitive disadvantage in the global marketplace for talent as top design graduates are recruited by non-traditional employers who offer flexible roles, compelling opportunities for advancement, and access to innovative learning resources.

Success in a hybrid work environment requires employers to move beyond viewing remote or hybrid environments as a temporary or short-term strategy and to treat hybrid work as a strategic opportunity and source of differentiation.

Work-life balance is a core tenet for many firms but this value is practically at odds with traditional practice models which are dependent on high utilization rates leading to long hours and burn-out.

Greenway's approach to helping firms redefine the competition for talent is different, placing emphasis on proactively identifying, attracting, and empowering new types of talent.

We work with owners and principals to help them understand the 6 critical shifts needed to attract and retain top talent.



In order to successfully compete in the competition for talent, Greenway help's AE firms to think and act differently.

We help firms shift from hiring talent in response to near-term project workloads to instead pursuing the new types of talent that will support the firm's long-term strategic goals.

We work with firm leaders to define roles and clarify multiple pathways to meaningful staff engagement and influence.

We help firms refine and communicate their unique value proposition for prospective recruits.

We share our research into emerging best practices and opportunities for competitive differentiation based on flexible work modalities.

We help firms envision a migration plan away from traditional practice metrics and fee models towards flexible systems that reward efficiency and quality rather than hours billed.

