

# Cultivating Conversations: An Open Dialogue to Effect Change in Organizational Culture

SATURDAY, NOVEMBER 12, 2022 | 2:00 - 4:30PM PT

2.5 PDH LA CES/non-HSW | MOSCONE CENTER, ROOM 304



Lara Moffat, ASLA  
Landscape Forms



April Philips, FASLA  
April Philips Design Works



Emily S. Henry, ASLA  
Studio Outside



Kene Okigbo, ASLA  
RDG Planning & Design



Ebru Ozer, ASLA  
Florida International University

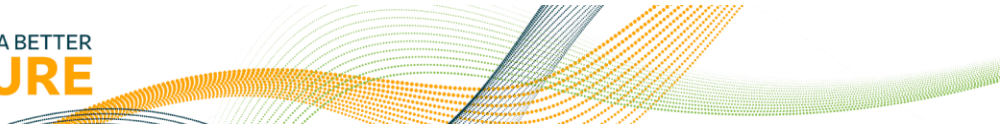
## Session Overview

Join us for engaging conversations centered around supporting design communities through the shifts arising from evolving needs in equity, representation, health and wellness, and tools and technologies. Hear from a diverse panel, share your experiences during moderated roundtables, and leave with ideas to adapt to your own practice and organizations.

As part of this engaging dialogue-focused forum, we will provide attendees with directed discussion prompts and activities to help focus questions and solutions throughout the session. Following an introductory panel, attendees will be encouraged to rotate and participate in two roundtables where they feel their questions, opinions, and voices would be best used or heard. After each of these, notes will be compiled and shared to the collective group to be used in the next iterative discussion culminating in a session wide recap and final Q & A.

## Panel Diversity, Equity, and Inclusion

Our diverse panel offers a multi-cultural perspective while representing voices from an educator, emerging professional, experienced practitioner, and emeritus while encompassing traditional and non-traditional roles within the realm of landscape architecture and the greater design community. The speakers are geographically spread across the country and have experience in all facets of practice that have impacted the communities they live in, work, and practice. Having been instrumental in setting policy within their firms and organizations, each bring their unique viewpoint to navigating the topics of Diversity, Equity, and Inclusion.



## Content Diversity, Equity, and Inclusion

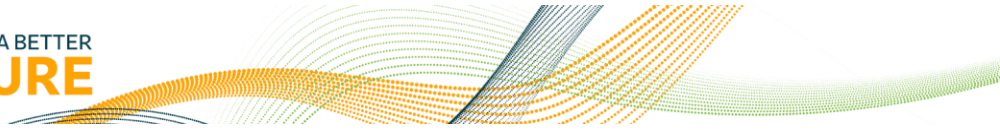
To effectively address any issue, open dialogue must occur and be embraced. And to that point, we must find new ways to consider and discuss diversity while applying practices that shift mindsets and behaviors for a more equitable and inclusive approach. Open communication cultivates environments that engage honest and transparent conversations that allow us all to be more engaged and understand that what we do matters whether it is for the success of the team, design, business, or our own personal or professional growth.

Resulting from last year's WILA PPN Campfire, we have developed this session on the findings and requests of the 55 attendees who wanted to continue the conversation. Commencing with introductory statements from a diverse panel we will transition into roundtables guided by table facilitators to ensure that all perspectives at the table are given a voice on topics from current office needs in equity, Work-Life fit, and tools. Additionally, activities will help determine how the session develops and provide talking points for the participants to take away and build upon.

## Learning Outcomes

1. Compare and explore the challenges and opportunities faced in the greater design communities as it pertains to diversity, equity, and inclusion plus the impacts on various stages within a career.
2. Discuss how flexible “work-life fit” policies attract and retain diversity, create access and equity, promote ownership, and provide growth opportunities for the individual and firm or organization.
3. Learn how to approach and converse about policy changing topics that embrace, promote, and ensure equitable opportunities from emerging professional to emeritus.
4. Identify mentors, sponsors, and allies to seek out and recognize that these professional relationships are most successful when viewed as a two-way exchange.
5. Prepare questions that will effect change within your own practice culture now and for the forward future, adapting with our ever-evolving world and for our personal and collective needs.
6. Leave with best practice take-aways, a wider networking group, and the momentum to cultivate environments that engage honest and transparent conversations to help create a change in your design culture.





## Speakers

**April Philips, FASLA** Founder of April Philips Design Works

April is a landscape architect, thought leader, artist, and author. Founder of April Philips Design Works, her firm focuses on the fusion of nature, art, and technology in urban environments. April is a national leader in both research and practice associated with sustainable sites, urban agriculture, and an integrated design process. She is the author of *Designing Urban Agriculture* and contributed to ASLA's Sustainable Landscapes animation series *The Edible City*. A passionate advocate on climate resiliency, April frequently speaks on the link between sustainable development change, climate change, and building resilient communities.

**Emily S. Henry, ASLA** Director of Business Development at Studio Outside

After practicing as a landscape architect for 15 years, Emily's passion for people inspired her to shift into a relationship building role. She currently leads business development and strategy at Studio Outside and seeks to elevate the work and its impact on the place through thoughtful connections and mutually beneficial relationships. Emily is also the Founder of Connect For, a business development consulting and coaching firm. She partners with owners, doers/sellers, and emerging business development professionals in the AEC industry to coach them on how to build relationships that grow their business, impact, and influence.

**Kene Okigbo, ASLA** Landscape Architect at RDG Planning & Design

Kene is an emerging professional in RDG Planning & Design's Landscape Architecture Studio. He graduated from North Dakota State University, earning his Bachelor of Landscape Architecture and Bachelor of Science in Environmental Design. Kene serves on numerous industry panels, including ASLA's Government Affairs, Climate Action, and LAM Editorial Advisory Committees. He considers design of the public realm an awesome responsibility and values the lessons shared by his industry peers. Kene imagines new mediums through which innovative voices in landscape architecture can be amplified and is fascinated by emerging project typologies that can offer solutions to pervasive societal issues.

**Ebru Özer, ASLA** Associate Professor at Florida International University

Ebru has over 20 years of experience in design practice and 15 years in academia. She is an associate professor and CARTA director of strategic planning at Florida International University and co-founding principal at LandscapeDE. She is the current vice president of education at ASLA and former treasurer of CELA. She also serves as a board member at ACE Miami where she helps with career development and recruitment. Her research focuses on landscape performance and green infrastructure. She works closely with local non-profits and government organizations on projects related to improving mobility and inclusivity in the urban environment.

**Lara Moffat, ASLA** Business Development at Landscape Forms

Lara is a creative at heart: artist, photographer, degreed horticulturist, and award-winning garden designer. Prior to Business Development at Landscape Forms where she works closely with clients creating a sense of place, she assisted designers through marketing, content management, and business consulting; and managed Land8. Early in her career at a nationally recognized landscape architecture firm, she joined as an intern and advanced to director of marketing/recruitment. In her free time, Lara enjoys attending cultural events, discussing all things design, serving on boards including chair of the WILA PPN, mentoring, and teaching as an adjunct professor in MLA at UTA.