

## Professional Practice Seminar Blog

### Week Two – Seminar Two

Attendance: 80%

Attendees: Matthew Bingham, Heema Mistry, Morley Spinks, Sarah Young

Date: Monday 11<sup>th</sup> October

Tutors: Anthony Dalby, Simon Chiou

### Business Ethos

The focus for this week was to regroup and discuss the progress that we had individually made over the past week, we wanted to finalise our ethos that we could then propose to our tutors. The seminar started with a quick talk from Anthony Dalby, where he discussed the importance of our individual roles in the team and what we can contribute, as well as telling us how important it is for a client to understand what we are all passionate about. He told us about CV construction which we then expanded on in our group discussions where we stated our own individual strengths and weaknesses.

After this, we spoke as a group to Simon Chiou about our current ethos, explaining the aspects that were most important to us. He suggested that we tailor our ideas to be more niche and think more about what sustainability meant to us. We then decided to focus our business on Circular Economy, an idea that Simon had mentioned to us last week, we felt that this demonstrated our beliefs about the Architecture that we wanted to create better and will allowed us to expand our knowledge of this area of Architecture. Heema and Sarah discussed the idea of zoning into a specific area of circular economy but as a group came to the conclusion that keeping our business open to all parts of circular economy would be the more beneficial and valuable for us.

We then rounded the seminar off with choosing a name for our company. This is something we have all thought about over the past week as we thought it was important for it to be something that embodied all that our company what about. Finally, we came to the conclusions that “Infinity Studio” was the best fitting name and brought together our ideas about a circular economy and sustainability.

With one member down, we wanted to make sure that the team could still work as smoothly as possible, ensuring that all information from the seminar was being communicated and that everybody understood the stage in which our business was at. Sarah then wrote a to do list for everybody to follow with a list of jobs to be completed for next week.

These tasks included:

Matthew Bingham – Create Company Logo, make improvements on website

Elizabeth Cowin – Write seminar blog,

Heema Mistry – Start research on Circular Economy and PESTEL in relation to our business

Morley Spinks – Circular Economy materials and reuse research

Sarah Young – Research cork house and world news

And we all agreed that we would find our best past projects that summarised our ethos as well as creating a profile for the ‘meet the team’ page

So far as we are still being introduced to different aspects of running our business, we are adjusting to working in a more professional environment. Discussing our own strengths and weaknesses this

week was important for us to all realise where we fit in to this team as well as showing everybody what we can each individually contribute in order to produce the strongest company possible.