23 BY KAI

Professional Development Programs for AEC Firms

YOUR TEAM. YOUR FUTURE.

Because the future of practice depends on everyone growing.

23 Advisory develops and delivers professional-growth programs for architecture and design firms. Through curated educational sessions and conversations with a firm's own professionals, we make meaningful learning more accessible across the practice—without adding to leadership's workload.

The Value Beyond Learning

01

Time Returned

Leadership gets valuable time back when 23 Advisory takes on the development and organization of professional-growth sessions. Instead of spending hours researching topics, preparing content, and finding speakers, firm leaders can focus on billable work, client service, and other high-value responsibilities—while providing meaningful growth opportunities across the practice.

02

Reason to Stay

People are more likely to see a future with a firm that invests in their growth. 23 Advisory extends professional development beyond the leadership pipeline, giving more employees opportunities to learn, share knowledge, and have their potential recognized. That investment can strengthen relationships, build a more connected culture, and make the firm more attractive to the talent it wants to retain and recruit.

03

Firm visibility

Prospective employees want to know how a firm will invest in their growth. Adopting a visible professional-development program gives firms something meaningful to showcase and promote when recruiting talent. It demonstrates a *commitment to developing people*—not just delivering projects—and strengthens the firm's reputation as a place to build a career. It also gives current employees another reason to feel proud of where they work.

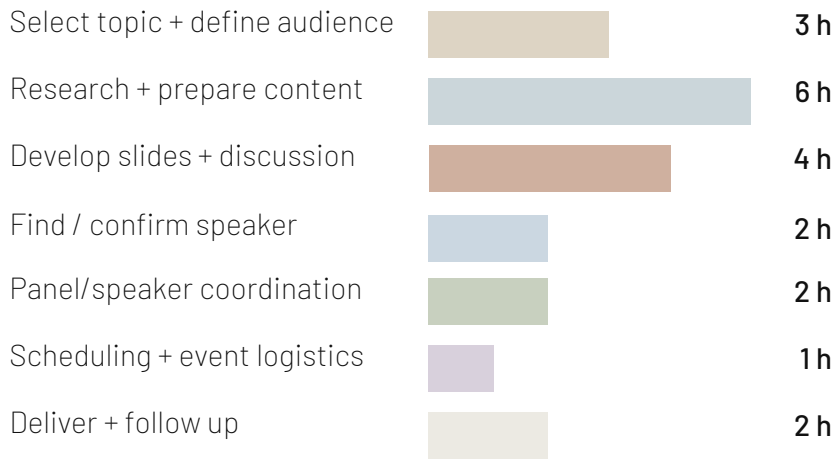
Invest in the people behind the work. Build a practice they want to grow with.

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What does one session really take?

Illustrative internal workload for planning and delivering one 60-minute event.



~20 internal hours that could be spent on billable work.

Invest in a Year of Growth.

ONE SESSION

$500

Standalone

One 60-minute session

THREE SESSIONS / YEAR

$1,425

Annual program

Or 12 monthly payments of $118.75

FOUR SESSIONS / YEAR

$1,800

Annual program

Or 12 monthly payments of $150

Three- and four-session programs require a 12-month commitment, payable annually or in monthly installments. Each includes 60-minute curated learning sessions or moderated internal conversations, standard preparation, and live delivery or facilitation. Custom-developed topics and additional services are scoped and priced separately.

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You Choose. We Curate and Deliver.

Simply select a topic from our library below, invite your team, and provide the meeting space. 23 Advisory develops and delivers the educational content or moderates conversations with your firm's own professionals. Prefer an off-site experience? We can help identify and coordinate a suitable furniture showroom partner for an additional coordination fee.

01

The Invisible Expert*

Learn how expertise becomes visible, recognized, and trusted inside and outside a design practice.

02

Personal Branding Beyond Your Job Title*

Define your professional value without losing sight of the craft you love.

03

Negotiating Your Seat*

Building influence, trust, and opportunity without waiting for a title.

04

Business of Design

Learn why marketing and networking skills matter at every level of a firm. This session explores simple ways to adjust everyday habits, strengthen relationships, and create more value as an individual contributor.

05

Presentation Design Tips

Layout tips from a graphic design expert. Explore how basic design principles apply to presentation layouts and how to break away from rigid grid systems.

06

AI 101 for Design Professionals

Explore common AI tools and what each is best suited for. Discuss which applications fit architecture and design tasks, from proposal writing and research to visualization and rendering. The goal is to provoke new ideas for how the practice can evolve.

07

Custom Topic

A firm-specific session developed around a current question, challenge, or area of curiosity. Additional research and development fees apply

*** Internal Panel Format**

Your firm selects two to three staff members to serve as panelists and share their own experiences and perspectives. 23 Advisory develops the guiding questions, we moderate the conversation, and the session concludes with team Q&A.

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