

# who we are

## The RODE Way:

### Lightning strikes here

Our singular focus — obsession, really — is to find the design solution that is right for the client, right for the space, right for the community. Like many complex ideas, it sounds deceptively simple. A truly great design solution will make you ask, “Why did we ever consider anything else? The answer was obvious.”

But it’s never obvious. What makes RODE unique is the process we use to find the solution. Our design process flows from our work with the client and the community, and our research. But the heart of it is creative exploration. We explore together, share ideas, give and get feedback, reconsider, iterate and somewhere along the way, lightning strikes. It can come from anyone at any time. It can turn a project on its head, or it can turn it just enough for us to see it in a new light, to see what’s right. It’s hard to describe how deeply satisfying it is to find the perfect design solution, but it’s the reason we all got into this business. What RODE does better than

anyone else is create the right conditions for lightning to strike.

### We listen to our clients

What separates us from other firms is how fundamental the designer-client relationship is to our design work, and how deeply we involve our clients in our process. We listen to them, ask them questions, and let what we learn influence the outcome of the project. As much as they need our expertise, we need theirs. We need to understand their dream, to know what they’re hoping for, what they’re afraid of, and what success feels like to them. We cannot be successful without our clients, and we can’t be successful for our clients unless we start from where they are and take them on the journey with us.

### No maestros...

We believe in collaboration—it’s right there in our name. We believe that people working together are more creative, ingenious, and inspired than when they work alone. What makes us a great team is our shared

# who we are

enthusiasm for the work we do, the unwavering respect we have for each other as colleagues, and the true connection we feel as individuals. It's the way we encourage each other to be creatively bold, but trust in the team to provide guidance and balance. It's the fun we have exploring new ideas together, and the absolute delight we take in our collective ability to find the awesome in every project. We have many talented people at RODE, but we are best when we all work together.

## ...but many leaders

Everyone at RODE leads in his or her own way, whether it's with their voice or through their actions. We all want to be proud to put our names on the work that goes out the door, so we take responsibility for making the firm better when we can. When we see something wrong, we fix it; when we spot an opportunity, we jump on it; and if we have a better idea, we share it. We don't all make the final decisions, but each of us

makes decisions every day and the sum total of those decisions is who we are as a firm.

## We deliver

We're willing to try anything, even if we've never done it before. Or maybe especially if we've never done it before. But once we commit, we deliver. RODE delivers on every level from community outreach to shepherding projects through the system to environmental impact. We do it consistently better than our competitors because of our people, process, and determination. We've built a primo network of people across communities, government, and industry who help us reshape resistance into excitement and work our way over, under, around, or through dense and multilayered obstacles. And if all else fails, we fall back on our willingness to get down into the muck. There is no detail too small nor element too obscure for our attention if it will help us deliver.

# why we do it

To transform our built environment through a collaborative exploration of design.

We became architects because we wanted to create, shape the world around us, and have an impact on how people experience their surroundings. We became RODE Architects because we wanted to do it together. We share a belief in two principles: great design has the power to transform our environment, and working collaboratively is what gets us there.

We have seen the truth in the first principle: our work has transformed communities. RODE ideas and designs have infused urban landscapes with new vitality and, through our accessible process, given the people who live there a vision of what their environment

could be. We've also earned the respect of our clients, who trust and rely on us to deliver that vision.

To make it possible, we've built a network of clients, colleagues, and partners — one personal connection at a time — and an internal team that proves every day that the most transformational ideas come from the collective efforts of remarkable people working together. RODE was born from the friendship of two people. We owe its continuing strength to the thriving community of supporters, advocates, and friends — both in- and outside the firm — who continue to believe in us, and who helped us turn our friendship and a dream into RODE Architects.

# where we're going

**What's a BHAG?** It's a Big Hairy Audacious Goal and having one is one of the things that makes companies great. It's a vivid, clear and compelling strategic goal that is simple to grasp, easy to remember and deeply inspiring to everyone in the company. A good one can feel daunting, if not impossible, to those outside the company. But those inside the company believe in it, pursue it and know that it's possible.

**Our BHAG:**

To become a nationally respected design firm built by regular people doing phenomenal work — one project at a time.

We will build RODE into a nationally respected architecture firm by putting our clients at the center of our design process. We will work with them, respect and respond to them, and through collaboration with our clients and each other, create bold, exciting, and inventive design solutions. It's the RODE Way and it's how we work.

We will continue to “build where we live,” a philosophy that grew out of

our earliest days when our neighbors were our first clients. “Build where we live” means we will listen to those affected by our work and be accountable for what we leave behind. It means that no matter the location or the project type, we will leave the environment better than we found it.

Our success will be a powerful model that will transform the industry.