

# Syntony Design Collaborative, LLC

## Strategic Plan 2021–2023

### Mission

Design healthy, integrated buildings that create a more sustainable future and transform lives in the communities we serve.

### Vision

Design buildings and communities as systems that exist in dynamic harmony with the human environment.



### Goals

#### STEWARDSHIP in PRACTICE

Embrace and exhibit justice and equity as strategies to enhance the cultural fabric of communities as places that are uplifting for all.

#### LEADERSHIP as LEGACY

Act in a manner that expands beyond self and firm by serving as a leader in professional entities, community groups, and larger systems.

#### CARE of CLIENTS

Provide clients with an exceptional level of service and support while upholding a high commitment to design excellence in and beyond projects.

#### VIBRANCY for the FIRM

Ensure that the firm operates within sound business practices, continually striving for innovation and improvement in all aspects of firm operations.

### Strategies

#### Preserve Urban Centers

Ensure that the work of the firm maintains and augments the community's natural assets, human attributes, and cultural resources.

#### Expanding the Role of the Architect

Champion and model the architect as an agent for social change, an advocate for ecological balance, and an activist for positive impact.

#### Alignment with Mission

Ensure that the firm's work in historic preservation, sustainable design, urban planning, and program management align with its mission and vision.

#### Business Development

Identify consulting contract and market opportunities with local, state, and national urban planning, preservation, and equitable development projects.

#### Empower Under-served Populations

Advance the quality of life for all persons by promoting healthy communities, equitable development, and individual well-being.

#### Strengthen Collaborative Frameworks

Collaborate with like-minded individuals and entities to position buildings and spaces as settings of mental, physical, and social well-being.

#### Service and Support

As stewards of the essence of the structure, act responsibly to ensure that the soul and spirit of every project are evident to the client as well as the user.

#### Corporate Vitality

Advance the success and sustainability of the firm by resourcing best small business practices and improving general operational infrastructure.