

AUTUMN 2020

The LRA Studio



E-Newsletter



Placing client's wellbeing at the heart of LRA...

Georgina Graves - Head of Brand & Culture at LRA

Hello,

I hope this email finds you well and healthy.

During these past six months, as so many of us have, LRA spent time reflecting on the ways it could be better and contemplated how it would look and feel as it emerged out of lockdown. Despite continuing to be busy throughout, we carved out a little time for some self-analysis.

So, what did we conclude? That it was time to re-focus on our communication and the relationships LRA has with its clients. Past, current and prospective. In any healthy relationship, commitment, communication and time are required. Plus ensuring you take those opportunities to reward loyalty, make a fuss and show some love!

When we think of culturally-focused businesses, promoting customer loyalty and advocacy, the brands that come to mind are perhaps those like Apple, Aston Martin and Nike amongst others. LRA doesn't believe that you have to be a consumer facing company to extol the same virtues. We look to these companies and they encourage us to reflect on our own contribution and strive to be better.

So, how does LRA go about capitalising on the hard work to date but improving upon it, thus creating a rewarding and lasting connection with its clients? LRA wants to build trust, show personality, inspire confidence, nurture the individuals, be consistent and deliver a great client experience. It's a challenging checklist, but we are up for it.

My client experience...

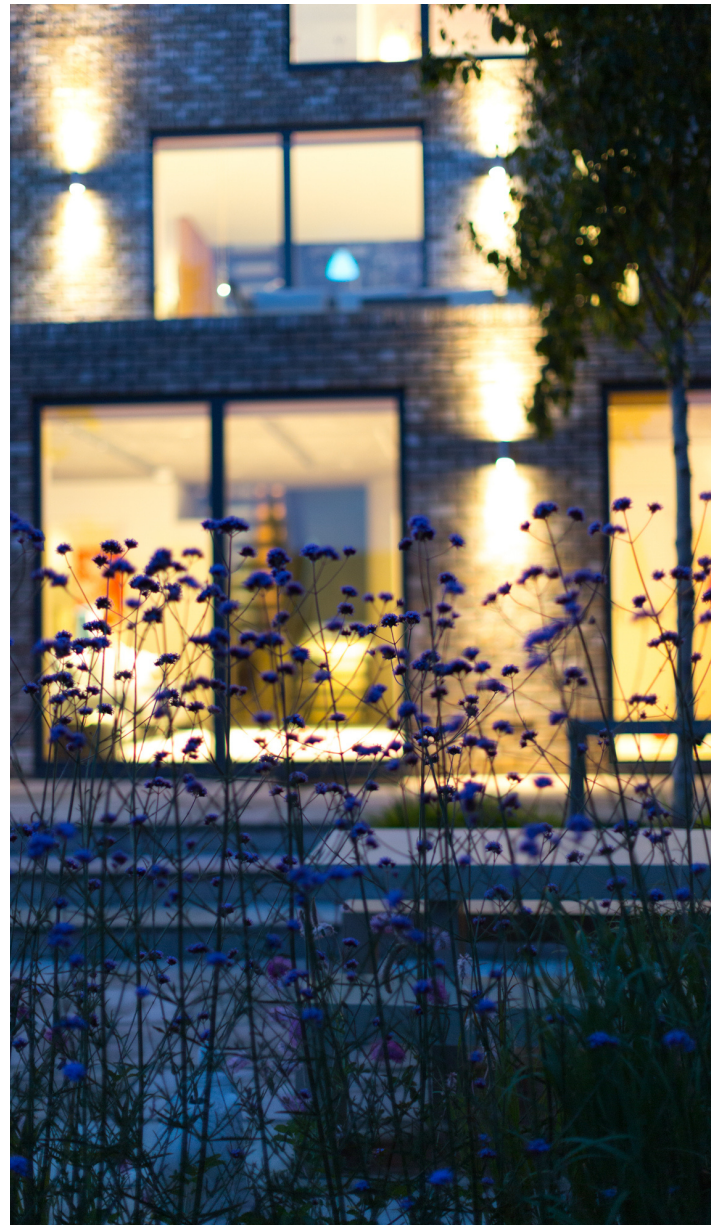
I have worked at LRA for almost 7 years. I did in fact start out as a client, and I liked the culture and people so much I asked if I could be a part of it moving forwards. And having been on both sides of a project, I have a pretty good understanding of the process.

LRA's designers and technologists are a talented bunch, that goes without saying, but when they've got their heads down, immersed in a project, they can focus so much on getting the job done, that sometimes they overlook the need to engage effectively with their clients.

As one of those clients, honestly, there were moments when I experienced frustration. We had never been through the process before; we were investing our life savings and needed more hand-holding than we initially thought. The silence during various stages was open to too much interpretation, and we worried more than we needed to.

What I now know, being on the 'other side', is that whilst clients may be wondering what's going on, the studio is a continuous hive of activity, the team work long hours in order to meet deadlines and keep all the balls in the air, and above all everyone cares passionately for their projects and their clients.

So many parts have to come together for a project to progress and become a whole, with LRA often at risk of becoming institutionalised by the very things it naturally seeks to disrupt, such as the planning process. Many clients (understandably) just simply aren't aware of the complexities.



So how do we bridge those gaps between knowledge and communication, bottling the culture of LRA and sprinkling it over every bit of the client experience?

'LRA is a singular entity comprised of like-minded or 'like-willed' individuals. Its clients are invited to become part of that culture.'

With that in mind, we are starting to put in place a series of 'touchpoints', inviting clients in and providing them with an additional service whereby needs are not only met by the designers working on their project, but also by me.

So for those like-minded clients that choose to partner LRA in order to fulfil their project ambitions, I will work closely with the design team to ensure clients are engaged in the process, receive the added value they are looking for and ensure that they are also rewarded for their loyalty along the way...

In addition to this we have created the 'LRA Client Guide', which we are now sending out to clients once we've been appointed. It's a comprehensive stage by stage explanation of what to expect during the process. Never again will we underestimate the power of information!

A bit more about LRA and the Why... How... What...

The 'why how what' are the pillars of the LRA culture and form the basis of everything it does. So what does this mean?

The Why - this is the core belief of the business and why the company exists;

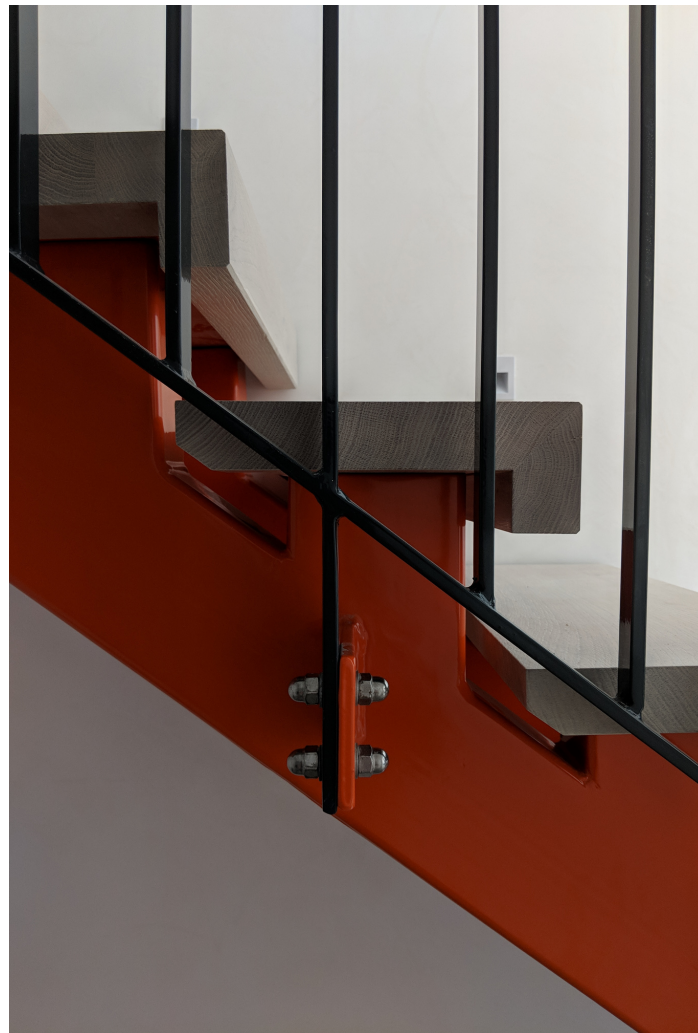
LRA believes in a better sustainable future. We disrupt the assumptions of the present.

The How - this is how we fulfil our core belief;

The way LRA creates a better future is through ingenuity and design with people and the environment at the heart of every decision.

The What - this is what the company does to fulfil that core belief;

LRA creates wonderful buildings and spaces.



LRA's why, how and what may evolve, but for the foreseeable future this is LRA; the intention is to make the client experience joyful and collaborative, with wellbeing at its heart. LRA believes that working together creates something stronger than its individual parts.

Thank you for allowing me the opportunity to introduce myself and for taking the time to read the newsletter. I know time is precious.

Please do call or email me if you have any questions or require further information; this may be a new enquiry, regarding your ongoing project, in response to a fee proposal we have sent you or simply if you would like to give LRA any feedback you think we should hear!

I am also happy to meet and discuss anything in person or on a Zoom /Teams call.

I look forward to either meeting or speaking with you soon.

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