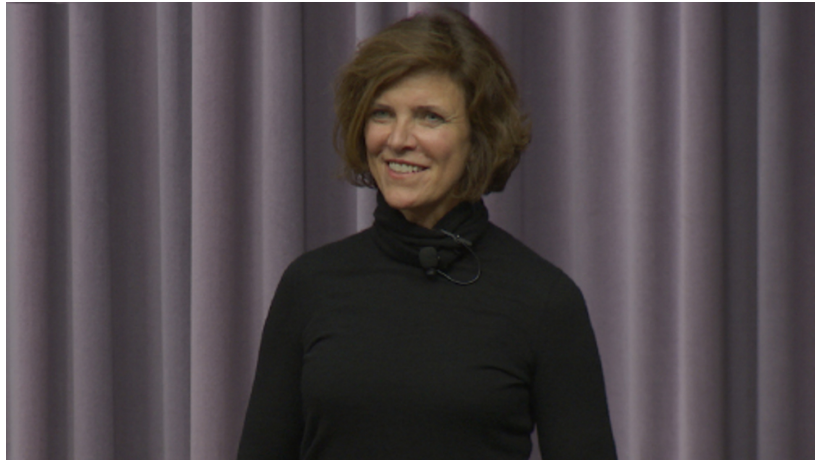


URL: <https://stvp.stanford.edu/clips/the-beauty-of-big-projects>

Jeanne Gang, founder and principal at Studio Gang Architects, describes how landing lucrative projects can allow a business to take on ones that are less profitable or more labor intensive, but that nonetheless represent important and fulfilling work.



Transcript

What helped us was getting a mix of projects, some larger and some - the small ones sometimes takes as many people to do a small project as it does to a large project.. But you don't want to give up the small project because sometimes they're really important to your mission or to your creative spirit.. So getting a balance of projects was - getting that first big project because convincing people that you can do it.. I feel like half of my time to spent convincing people we can do it.. And so once you get that balance, and then there is more cushion to be able to take on projects that might not be profitable or they might be labor intensive or doing something like the book which was there is no paying project - there is no paying client for that.. So it's hard to get the right balance and actually it's still hard because you might have some very large projects all at once and then you need that - you're looking for that project that you really - is going to make everything come together and other times you would have a bunch of small projects that take up all the people and there's not any profit to cushion everything...