



### **Focus on the Future**

## **Guest Predictions: Clint Good, AIA**

*Guest Predictions is a regular feature in which we ask leaders in a number of professions a set of questions that affect us all.*

*Clint Good, AIA is President of Clint Good Architects, PC located in Loudoun County, VA. His firm pioneered in the area of environmental design, as it relates to interiors for both corporate space and private residences. Good maintains that a healthy indoor environment is conducive to productivity and general well-being. His clients extend beyond the Mid-Atlantic region to as far away as the Orient.*

**Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?**

**A:** There are two changes that I have noticed. One is the growth in the awareness of the environment and the need to be more sustainable in our development. The second change is improvements in our ability to communicate which allows more productivity in our day to day operations.

**Q: What changes have been the most troubling to you?**

**A:** I have noticed a decline in general optimism since the early 2000's. Perhaps there is a correlation to the tragedy of 9/11 or perhaps it is simply a manifestation of an aging population.

**Q: How will globalization affect your professional area in the near term?**

**A:** Very positively—we have expanded our marketplace to include the world. Leaders from distant quarters of the world have expressed needs to access to our services and we, as result, we are excited to serve expanded markets, at times at a distance.

**Q: What significant challenges might be anticipated in your professional area in the next few years?**

**A:** In addition to the economy, the main challenge is again related to the aging population, which appears to have less of a need for infrastructure than when they were individually growing their businesses and families.

**Q: What are the greatest challenges confronting young professionals in Western culture today?**

**A:** In my profession, the youth do not appear to have the same guidance and mentoring as when I was an apprentice. Furthermore, there is a sense that they may not be receiving as comprehensive an education in college as the boomer generation before them received.

