



## Greenwood of Kostow describes "game changer"

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Name : Jane Greenwood

Title : Principal

Company/firm : Kostow Greenwood Architects LLP

Years with Company/firm : 20

Years in field : 25

Years in real estate industry : allied field 25

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Real estate organizations/affiliations : Association of Real Estate Women and a Menor, Real Estate Program, Lehigh University, PA

How do you and/or your firm use social media?

We interact with social media sites such as Facebook, LinkedIn and others which are then linked to our Kostow Greenwood website.

What is your biggest leadership challenge, other than the 'glass ceiling'?

Being heard. Not literally since I'm quite vocal but it's often difficult to make my presence felt equally in this male centric industry.

What is the most daring thing you've done for your career? How did it turn out for you?

During my job interview as a junior architect 20 years ago I said one of my goals was a leadership role in the practice, the partners who interviewed me looked surprised but offered me a job anyway. 20 years later I'm the majority owner of the firm.

Which project, deal or transaction was the "game changer" in the advancement of your career?

One of my earliest architectural projects was for HBO which is where I cut my teeth on broadcast projects. This success of this experience led to many other broadcast and media clients including one of our most significant and long term clients - CNN.

What do you consider to be the most successful way to increase referrals?

In the architectural profession the best way to increase referrals is to beat a clients expectations by designing a unique environment that enhances their work experience. A happy client will always lead to a referral through their network and our perseverance.

What is the BEST advice you have ever received?

Don't look back. Also, if you're not sure about a decision just make your response sound bold and confident because you can always correct your response later. By the way, both bits of advice came from women, the first from my mother.

What is your favorite tip for balanced living?

My motto is to work hard and play hard. Take care of your professional life so you can enjoy your personal life.

Where would you like to be in 10 years?

Designing beautiful spaces for appreciative clients half the year and traveling to remote places as an explorer the rest of the year!

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