



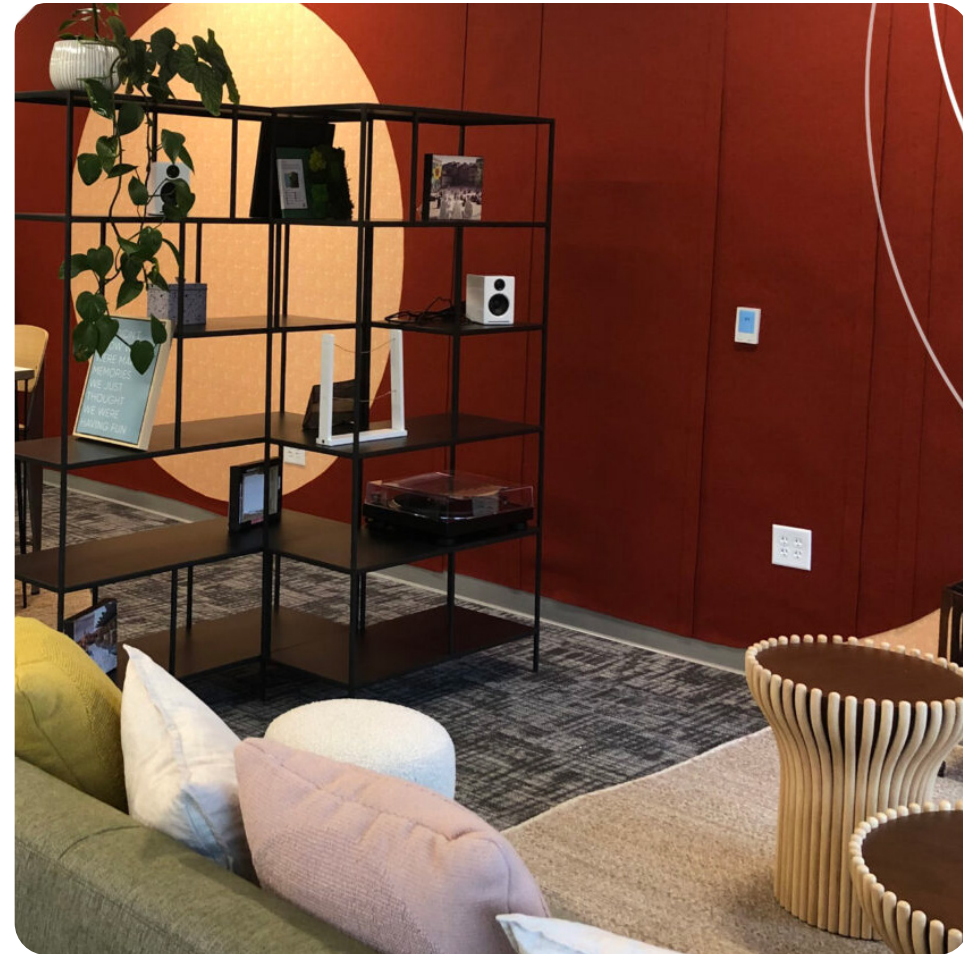
Building a culture of excellence.

Strada Architecture, LLC uses Amber Book to enhance employee professional development and attract top talent.

Discover how Strada leveraged Amber Book to foster a culture of continuous learning, boost licensure success, and become a magnet for driven, talented professionals.



Business snapshot



3

Studio locations



58%

Licensure candidates
currently using Amber Book



70

Employees

The challenge

Strada, a prominent Architecture and Design firm, has integrated Amber Book into its professional development program, significantly enhancing staff licensure and recruitment processes. Lisa Polar, Human Resource Director at Strada, shares how Amber Book has supported their commitment to fostering a people-centric culture and advancing their team's professional success.

Before using Amber Book, Strada offered ARE study materials to assist team members in preparing for the Architecture Registration Exam (ARE). The need for a more effective licensure preparation solution became evident when a Partner noticed an experienced employee had quickly passed her last two exams and learned that **Amber Book was the key factor.**





Our solution

After trusting their employee's insights, Strada decided to integrate Amber Book into their learning program on a trial basis. This decision was made to support their focus on personal and professional development and to ensure their emerging professionals' success in obtaining licensure.

The program was so successful that it was renewed for a second year.

The implementation

Strada seamlessly incorporated Amber Book into their culture, emphasizing the value of continuous learning and professional growth. **The firm subscription to Amber Book became a testament to their commitment to employee development, reinforcing their culture of learning and growth.** The firm also communicated additional resources to their emerging professionals, such as 1-on-1 coaching with a licensed Amber Book architect, to boost confidence and provide better study strategies.





The results

Since implementing Amber Book, Strada has seen a noticeable improvement in licensure success. Employees who were struggling to pass the exams, despite their experience, have achieved licensure with the help of Amber Book.

This has not only increased the number of licensed professionals at Strada but also enhanced their practical application of knowledge on the job.

The program has particularly benefited experienced team members, providing them with the confidence and strategy needed to succeed.

Moreover, the use of Amber Book has positively impacted Strada's hiring process. During video interviews, candidates who were excited about Amber Book demonstrated higher motivation and drive to complete their exam divisions.

This insight has allowed Strada to gauge candidates' commitment and determination, ultimately improving the quality of hires.

Organizational benefits

The organizational benefits of Amber Book extend beyond just having more licensed architects. Investing in Amber Book provides a concrete example of Strada's culture of continuous learning, personal development, and professional growth. **This overall commitment to employee development has been a great retention strategy**, with team members appreciating the firm's investment in their success.





Conclusion



Lisa Polar highly recommends Amber Book to other architecture firms, emphasizing that it demonstrates a firm’s commitment to professional development and learning. “It’s a win/win for both the individual architect and the firm,” Lisa states. “We attract driven, talented, and committed individuals, and it speaks to the fact that we value our team members. **Amber Book has become an integral part of our culture story, showing our credibility and commitment to certifications, personal growth, and development.**”

Strada’s success with Amber Book underscores the importance of investing in employee development as a strategy for organizational growth and success.



www.AmberBook.com