Build a Foundation to Thrive: ASID Business Basics Checklist

ASID at Chicago Build

design
BUSINESS
by ASID

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
ASID

Matthew De Geeter

ASID, CAE, MBA, LEED AP

*Senior Vice President,
Strategic Enterprises,*

*American Society of Interior
Designers (ASID)*

Jordana Joseph

ASID Associate

*Owner,
Jorje Design*

*President,
ASID Illinois Chapter*

Karina Kaiseth

ASID, CIDA

*Owner + Principal Designer,
Karina Kaiseth Interiors, LLC*

*At-Large Director,
ASID Illinois Chapter*

Learning Objectives

1. Participants will be able to identify fundamental operational practices to setup, run, and grow a design practice.

2. Participants will learn how to use the ASID Business Basics Checklist to audit and strengthen their existing workflows.

3. Attendees will gain strategies for balancing creative vision with business demands for sustainable growth.

4. Participants will walk away with frameworks to implement in their new or existing business (e.g., planning, budgeting, risk management, and marketing).

design
BUSINESS
by ASID

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
ASID

ASID Business Basics Checklist

Setup

Plan, establish, operate, and develop – the decisions on your business structure, documentation, and presence.

Run

Protect, price, and manage – what you need to build smart systems for smooth operations.

Grow

Optimize, promote, and position – how to prepare your business for the future.

Scan to Sign Up!

Setup
ASID Business Basics Checklist

Plan, establish, operate, and develop – the decisions on your business, structure, documentation, and presence.

- **Plan Your Business:** Guide your future business decisions.

- **Establish Your Business:** Setup your business fundamentals.

- **Set Up Operations:** Make your business official, legal, and functional.

- **Determine Your Key Resources:** Know the tools and partnerships needed for your business.

- **Develop Your Presence:** Stand out with a professional presence.

Run
ASID Business Basics Checklist

Protect, price, and manage – what you need to build smart systems for smooth operations.

- **Protect Yourself & Your Business:** Be proactive about protecting your business to minimize risk.

- **Determine Your Fee Structure:** Setting up for profitability and clarity.

- **Manage Your Finances:** Keeping your business stable and compliant.

Grow
ASID Business Basics Checklist

Optimize, promote, and position – how to prepare your business for the future.

- **Optimize Your Operations:** Fine-tuning your systems.

- **Promote Your Business:** Targeting your potential clients.

- **Take Care of Yourself:** Accessing healthcare insurance and considering your end of business options.

- **Position for the Future:** Setting up for future growth.

design
BUSINESS
by ASID

Build a Foundation to Thrive: ASID Business Basics Checklist

AMERICAN SOCIETY OF INTERIOR DESIGNERS

design
BUSINESS
by ASID

asid.org/design-business

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

Available Programs

- Member Health Insurance Program

- Member Professional Liability Insurance

- Member Retirement Plan Program

- Member Talent Recruitment Program

- Member Technology Program

- Interior Design Contracts

asid.org/design-business

Open Enrollment for 2026 Health Insurance

Exclusive for ASID Members

ASID's Member Health Insurance Program helps members cut costs — not care.

Open Enrollment:

Nov 1 – Dec 15, 2025 for Jan 1, 2026 effective

Attend the Webinar!

Wednesday, Nov 12 at 2 pm Eastern

asid.org/events/

Design by ASID Resources

design BUSINESS by ASID

ENHANCE YOUR BUSINESS

Everything you need to build a strong and thriving business.

design CAREERS by ASID

ACCESS CAREER RESOURCES

Enhance your career with resources, tailored to give you an edge in securing and excelling in your desired role.

design CONNECTION by ASID

CONNECT WITH YOUR COMMUNITY

Where the interior design community can meet, connect, share, and socialize virtually.

design FINDER by ASID

FIND YOUR INTERIOR DESIGN MATCH

Search and source your next interior designer, product & material resource, builder, or simply find inspiration.

design LEARNING by ASID

LEARN WITH ASID

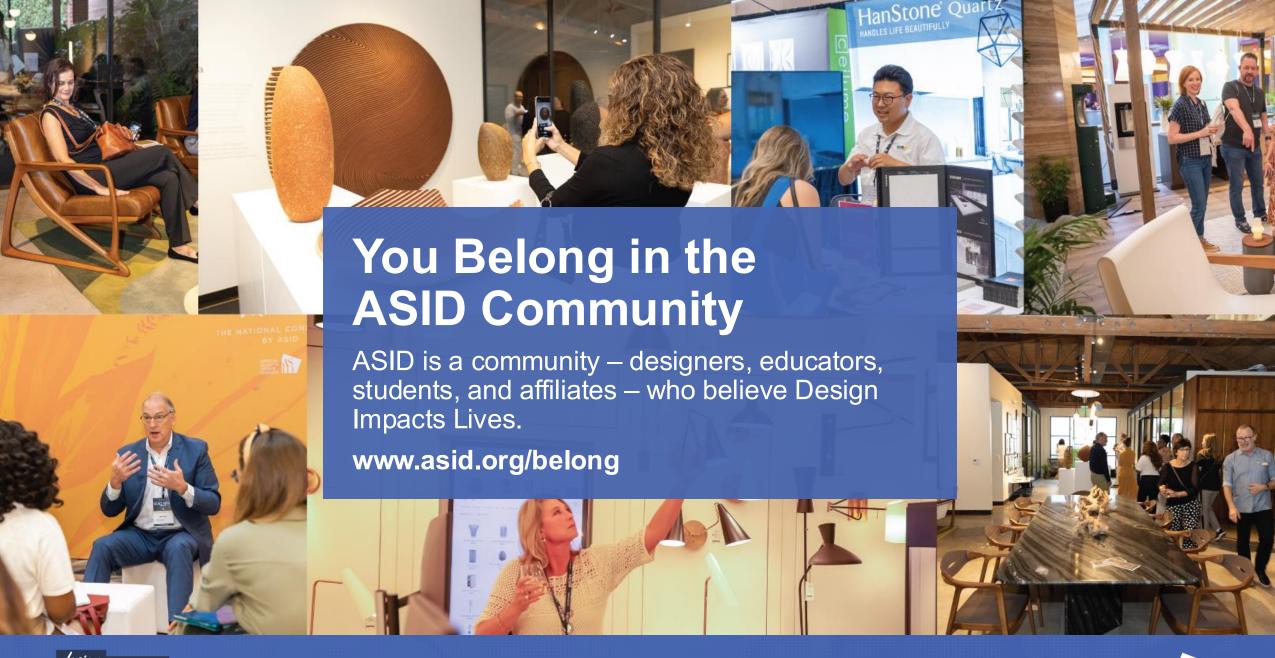Earn IDCEC and AIA-approved CEUs in a variety of topics.

design RESEARCH by ASID

INSIGHTS TO STAY AHEAD

Gain design industry insights from ASID with research on trends, practice sectors, and the industry.

You Belong in the ASID Community

ASID is a community – designers, educators, students, and affiliates – who believe Design Impacts Lives.

www.asid.org/belong

design
BUSINESS
by ASID

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

ASID

ASID Business Basics Checklist

Setup

Plan, establish, operate, and develop – the decisions on your business structure, documentation, and presence.

Run

Protect, price, and manage – what you need to build smart systems for smooth operations.

Grow

Optimize, promote, and position – how to prepare your business for the future.

Scan to Sign Up!

design BUSINESS by ASID

ASID BUSINESS BASICS CHECKLIST

design BUSINESS by ASID

AMERICAN SOCIETY OF INTERIOR DESIGNERS