



Edition 1

The Influencers How-To Guide

Create, Deliver & Maintain

# The External Envelope Vision

The Experts Guide to Create, Deliver & Maintain your Vision  
**The External Envelope**

1  
Edition

The How-To  
Guidance From  
The Influencers &  
Envelope Experts In  
Residential Construction

The Influencers How-To Guide

The Experts Guide to Create, Deliver & Maintain your Vision

# The External Envelope

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### What is the purpose of the book?

- To be a credible source of expert opinion which guides the Residential Construction industry towards better practise
- Be a how-to guide from influential experts in their fields, which provides reputable thought leadership from people with experience and competence.

### How will the book be structured?

Each page will be designed to quickly display the topic, the expert who has contributed and the key take away points. We will conduct interviews and write them up as thought leadership opinion articles.

The topics will be structured into three sections:

1. Create – Inspiration for those who are creating the vision originally. This section aims to give a holistic view from the aspects of users, fit within its location, the architectural features and how the building functions with the infrastructure, neighbourhood, and environmental surroundings.
2. Deliver – This will look at both how the building should be delivered through the products used to the process of construction. We will discuss key considerations around product selection, ensuring compliance, safety, fire risk and quality control. We will also engage with how best to carry out the process of construction, from safety on site to considering modern methods of construction and the costs of inefficient delivery.
3. Maintain – Here we'll consider the maintenance of buildings post-occupation and the legacy they leave for builders. From educating residents on the safe use of their homes, to considering replacement strategies, cleaning, and unexpected risk mitigation

### What do you need from me?

1. Half an hour for an interview
2. Any key points to include in your biography
3. A professional, high resolution image of you to be included (optional)

### What's in it for me?

1. The book will be launched at a prestigious event in 2021, This event is an exclusive event for the contributors to this book and residential construction professionals. It is going to be hosted at the Shard. As a contributor you will receive a personal invitation for you and/or another colleague or industry peer. There will be industry networking and the some keynote speeches from contributors.



2. The book will be distributed to specifiers and decision makers in residential construction in the UK and abroad.
3. An opportunity to share your expertise as a thought leader and to place yourself and your company in front of these industry professionals
4. Free copies of the book at launch
5. The use of your article on your platforms such as your website and social media



## How is the book is being written?

Step by step:

1. Identify the topic to be discussed and the insights contributed
2. Arrange a half hour interview over zoom or similar platform
3. Conversation around the chosen topic and clarify key points and takeaways
4. Professional copywriting specialists will transcribe the content and create an article

## What will it look like?

1. Key topic title
2. Overview of the expert contributing (with or without an image)
3. Key points at a glance
4. The article
5. Appropriate imagery, diagram or drawing
6. Any relevant links to additional resources, websites, or interviews



## How the book will be distributed?

The book may be offered to the RIBA book shop or architectural publishers however it is not intended to be sold, any profit raised from these books will be donated to The Lighthouse Club Construction charity; the funding of the book is by Sapphire Balconies only. The book will not include ads or be commercialised. We are very much focused on educating the marketplace with information on best practise. Our group mantra is 'Innovation to Prosper the Community' and the creation of this book is aimed at educating the industry so that we build buildings better and safer for all.

The main distribution will be:

1. At the book launch event in 2021 which will be attended by a variety of industry professionals and specifiers.
2. At Resibuild events or if requested through the Resibuild site by relevant people.
3. Face to face when meeting with people involved in the building process.
4. By contributors (free copies will be given to each contributor).
5. Offered to schools and universities for those aspiring to join the industry.