Value Proposition

Cindy Baldwin  CGC, LEED AP, CM-BIM
VALUES
Define value 'valyəʊ/ noun

Importance
Worth
Usefulness
Principles
Standards
Define BIM

- BIM – Noun, Verb
- Building Information Modeling
Why do they have VALUE?
Is this true for business?
I'm looking for help on this, virtual team...

It's not in my P&L.

It's not in my objectives.

I'd like to help, but...

Traditional silos getting in the way?
Rare = VALUE
Abundance = VALUE
When to tip?
Let's be honest

REAL WORLD

BIM

bSa

VALUE
Let's be honest again
UNIQUE BIM

Images: ACAI Technologies, Inc.
Let's be honest one last time.
ABUNDANT BIM

Images: ACAI Technologies, Inc.
"We’re offering a compromise. You can keep your job, but your paycheck will go overseas."
Becoming “BIM Immune”
BIM Value is a moving target

- Depends on your perspective
- Depends on the market
- Depends on your use
- Depends on your need
BIM Value Proposition

Value in **Delivery Life Cycle**

- Design
- Construction
- Fabrication
- Operations
- Maintenance

Value in **Operation Life Cycle**
Value from CLIENTS perspective is often ignored.
Clients are Different

- Shopping Centers
  - Every space is an asset and needs to be tracked
  - Leasable vs. Common Area
  - Quantity of elements to bid for maintenance
    - Windows, landscape, security, signage
Clients are Different

- Colleges / Universities
  - Class room utilization
  - Departmental area calculations
  - Capital Improvement Programming
  - Preventative Maintenance Planning

Images: ACAI Associates, Inc.
Clients are Different

- Hospitals
  - Area Calculations for medical reimbursement
  - Departmental area allocation
  - Asset tracking
  - Space Planning

Images: ACAI Associates & PSP
What is the Value of a YEAR?

Ask a student who failed his final exam
What is the Value of a Month?
Ask the mother of a premature baby
What is the Value of a Day?

Ask a Stage 4 Cancer Patient
What is the Value of a Minute?

Ask the person who missed their plane
What is the Value of a Second?

Ask the second place Olympic Athlete?
What the VALUE of BIM to me?
What’s the VALUE of BIM to you?
What's the value of BIM to our Clients?

Preaching & Teaching
LISTEN

UNDERSTAND

ACT
As proposed by the project sponsor.

As specified in the project request.

As designed by the senior analyst.

As produced by the programmers.

As installed at the user's site.

What the user wanted.
• Once you have defined your values you can steer your business by them.
• Know your values and practice them everyday
• There should not be discrepancies between value and practice.
• Not practicing values leads to loss of credibility
How much credibility do you have? Does BIM have? Does the bSA have?
Break out of the BIM Bubble
Let's start re-defining the “BIM Value Proposition” as the BIM Business Proposition.
“The Value of BIM lies in the action of doing it!

Real World
Real BIM
REAL VALUE