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The Innovator's Paradox: Ensure success by not defining it.

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Learning Objectives

- Innovation vs Distraction - Are all innovations good? Can they be bad?
- Learn how to implementation - How do we ensure this opportunity is not lost?
- Learn how to adopt - Did it solve the problem or satisfy the need?
- Learn how to innovate - Identify critical factors established in previous objectives.

Description

How would you rate your company's ability to adopt alternative delivery methods or advance design application tools? Scope is getting larger. Schedule is getting shorter. Budget is getting smaller. Proposed Solution: Do more in less time… We need to innovate. Right?

Speaker(s)

Justin Benjamin

With 13 years of experience in the AEC industry (the past six years with Perkins+Will), I have focused primarily on the innovation and integration of design applications relating to all phases of design and construction. Experienced with integrating project models and data within a wide range of clients' organizations, I have acquired extensive expertise in building information modeling and computer-aided facility management systems. In addition to my work at Perkins+Will, I teach Construction Documents and Technology for Interior Design at Marymount University. More recently, I have spent the past two to three years focusing on learning virtual reality and augmented reality, with a focus on office implementation, client outreach, and innovation.

Jordan Hanson

A New York based designer who has actively taken part on numerous projects and pursuits with varying scales and phases of design. These projects each required their own unique response to exceed the client's needs and appropriate integration into the site. Revit has been the key tool throughout the design and construction of these projects allowing us to create, visualize, document, and track all the various components of each building. Since 2008 I've been experimenting in Revit to find better techniques for modeling both for graphic and rendering purposes while insuring that all objects have trackable data and parametric features.

LAYING THE GROUND WORK…

1. Agree or Disagree: "Scope larger. Schedule shorter. Budget is smaller."

2. Agree or Disagree: Your company currently has a method of qualifying the value of a new tool/workflow and its successful adoption into a typical project.

3. Successful adoption of a "game changer" is in its utilization. Straddling the line of being a potential distraction…

4. Overutilization can cause just as much damage in adoption as under utilization.

5. Theory: Adoption relates to relevance and project application.

REFLECT 5 YEARS AND ATTEMPT TO RECALL THE TYPICAL TOOLS AND PROCESSES UTILIZED IN A TYPICAL PROJECT.

1. Can you think of any "game changing" innovations introduced to our industry during this time? If yes, please list them below.

2. Did your company attempt to adopt any of these innovations? If no, why not?

3. If yes, are these innovations fully embedded into your company's design process? If no, can you identify reasons why not?

4. If fully embedded into the workflow, can you provide any metrics or data that would suggest the innovation is saving you time or allowing you to do something you once were unable to do?