

CO6409. THE HUMAN BIM

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Class summary

Dealing with multigenerational and multidisciplinary teams around a single source of information that needs input from most of the stakeholders is one of the most difficult tasks I've encountered in my professional life. Most of the firms making decisions about Building Information Modeling (BIM) implementations are more focused on the technology, as well as what software to use, how much to pay the BIM manager, and how much to pay for infrastructure—and the firms take for granted that everyone will be very excited and all over the models. Well, I have bad news: not everyone will. You need a very well-studied strategic implementation plan regarding the human side, the collaboration, and the new processes. In this lecture I will show these difficulties divided by specific groups of stakeholders, and we'll cover some analysis and strategy around them based on real experiences in the matter. Having an integrated and motivated team is more efficient than having excellent technology without cooperation.

Key learning objectives

At the end of this class, you will be able to:

- Understand aspects of the human side of BIM
- Identify and sort different human obstacles in today's workspace
- Discover different ways to integrate/balance a BIM team

Multi...

- 01 Multigenerational
- 02 Multidisciplinary
- 03 Multienviromental
- 04 Multilanguage
- 06 Multicultural
- 07 Multinational
- 08 Multilocated

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who are the **generations**?

birth years	generation	influences	treats
born prior to 1946	traditionalists	World War II The Cold War Sputnik	Loyal , desiring to leave a legacy , fiscally conservative , faith in institutions

Based on the presentation **communicating across generations** by Hannah Ubl
www.generations.com

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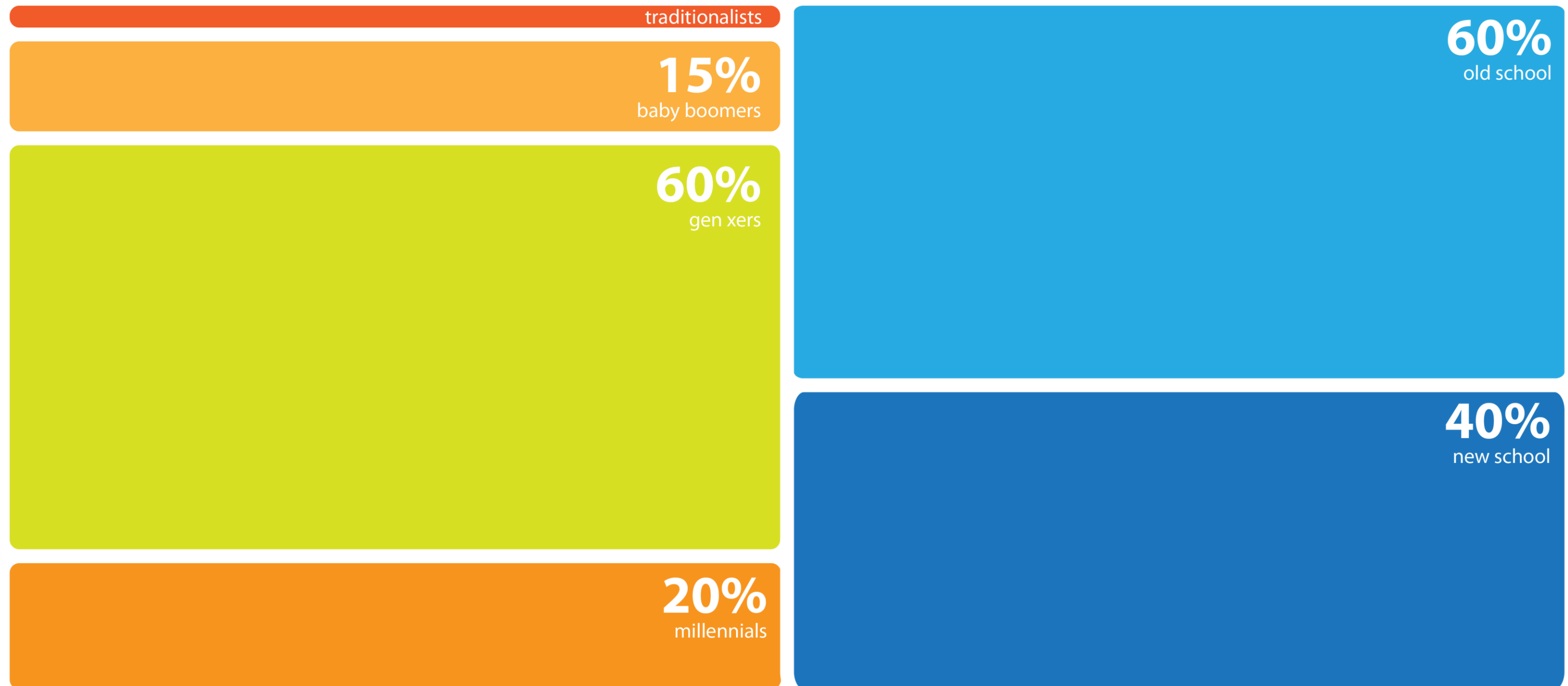
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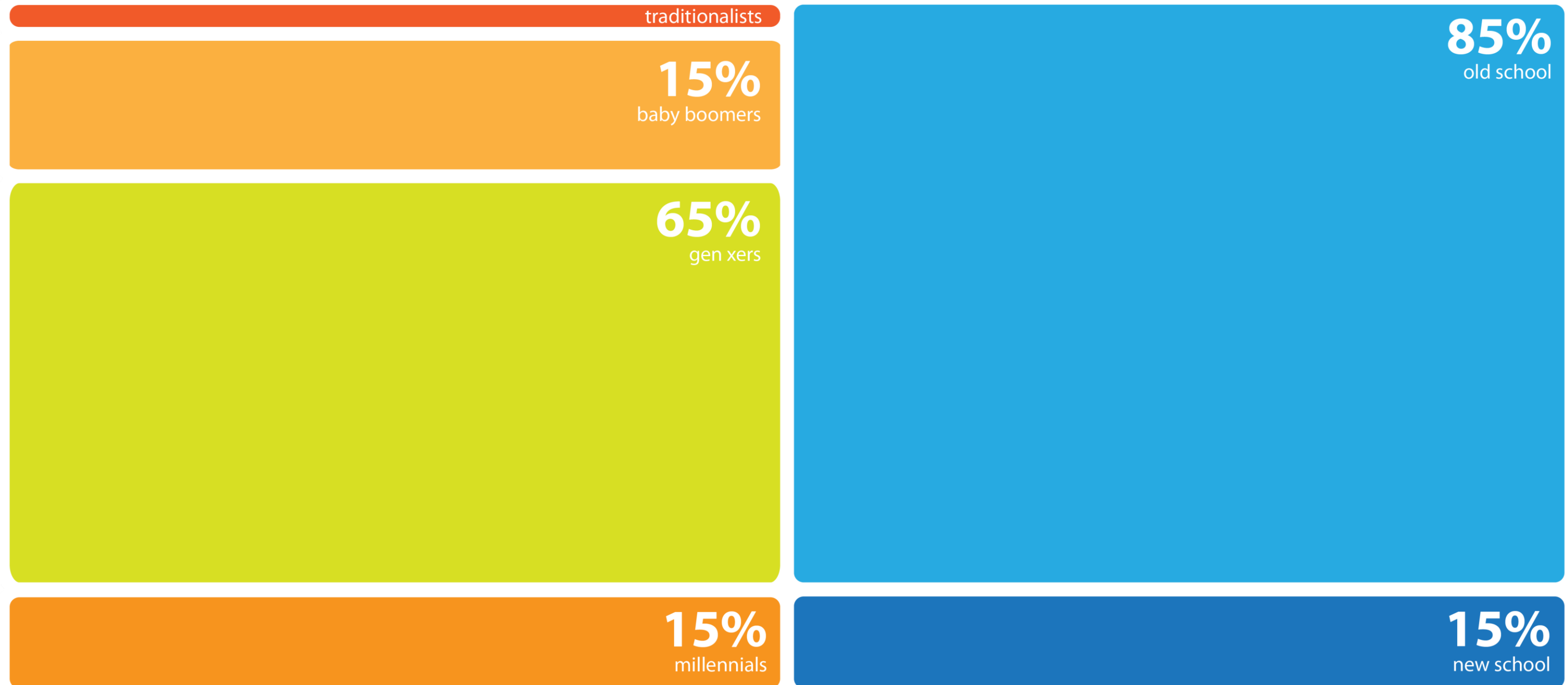
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born 1980 - 1995	millennials	9/11 , expansion of technology and the media, mixed economy , social media , global climate change	Diverse , cyber-literate , media savvy , realistic , environmentally conscious , collaborative

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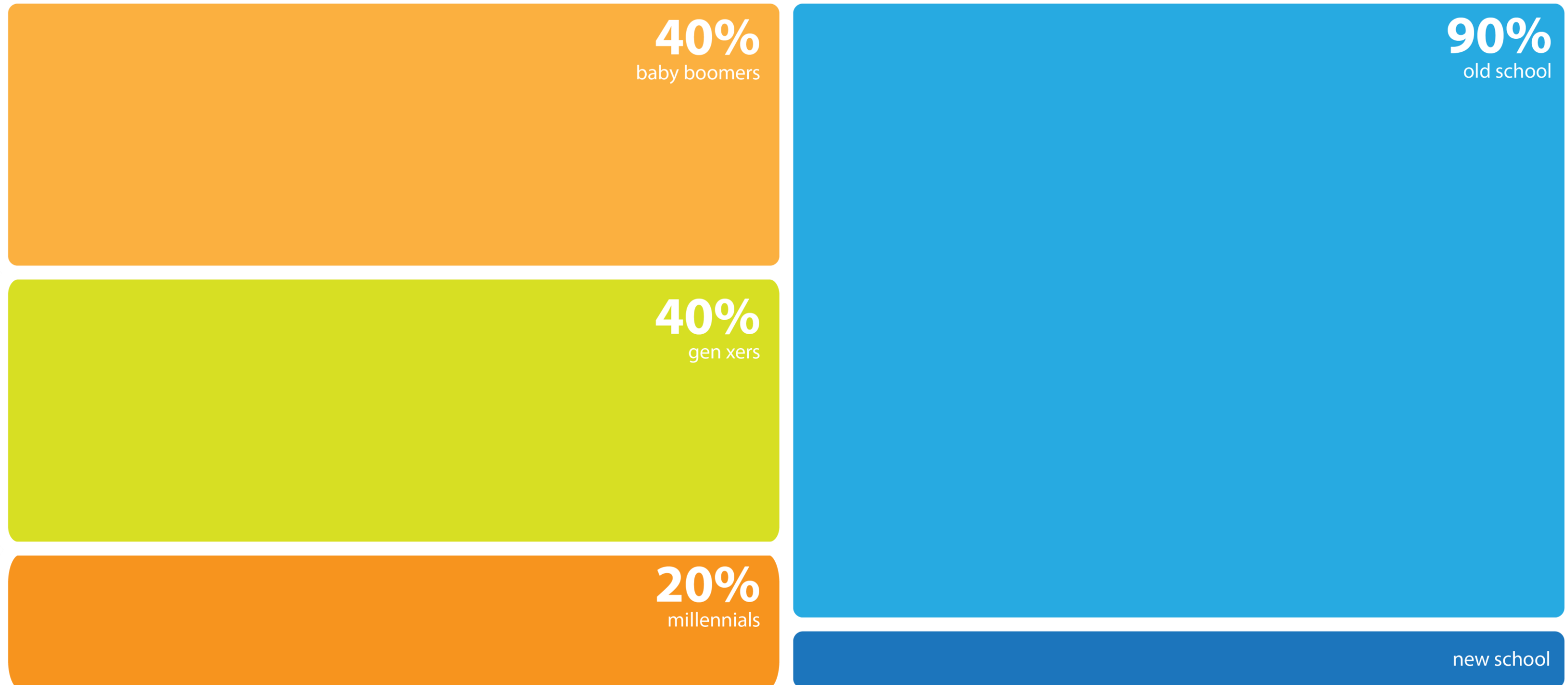
Stakeholders distribution during design



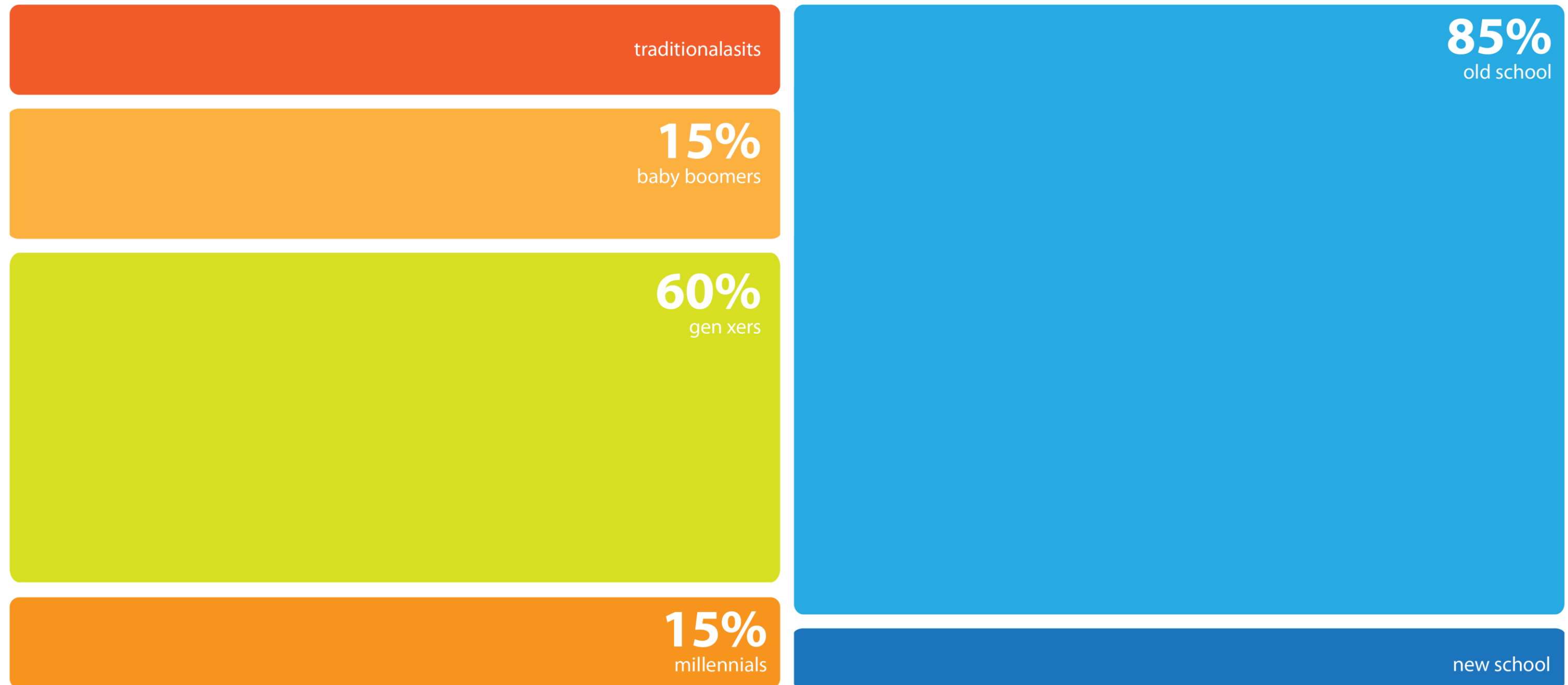
Stakeholders distribution during **construction**



Stakeholders distribution during **facilities management**



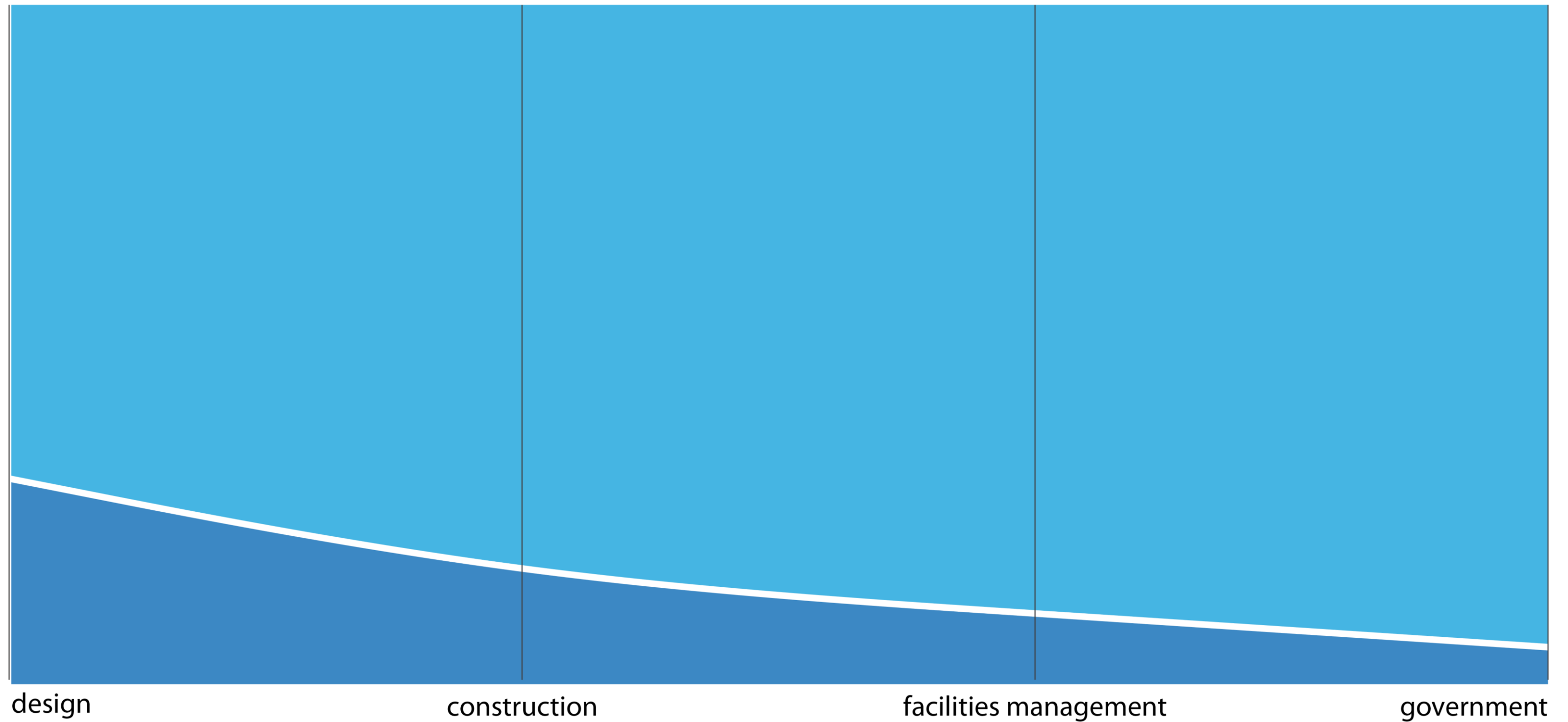
Stakeholders distribution during government



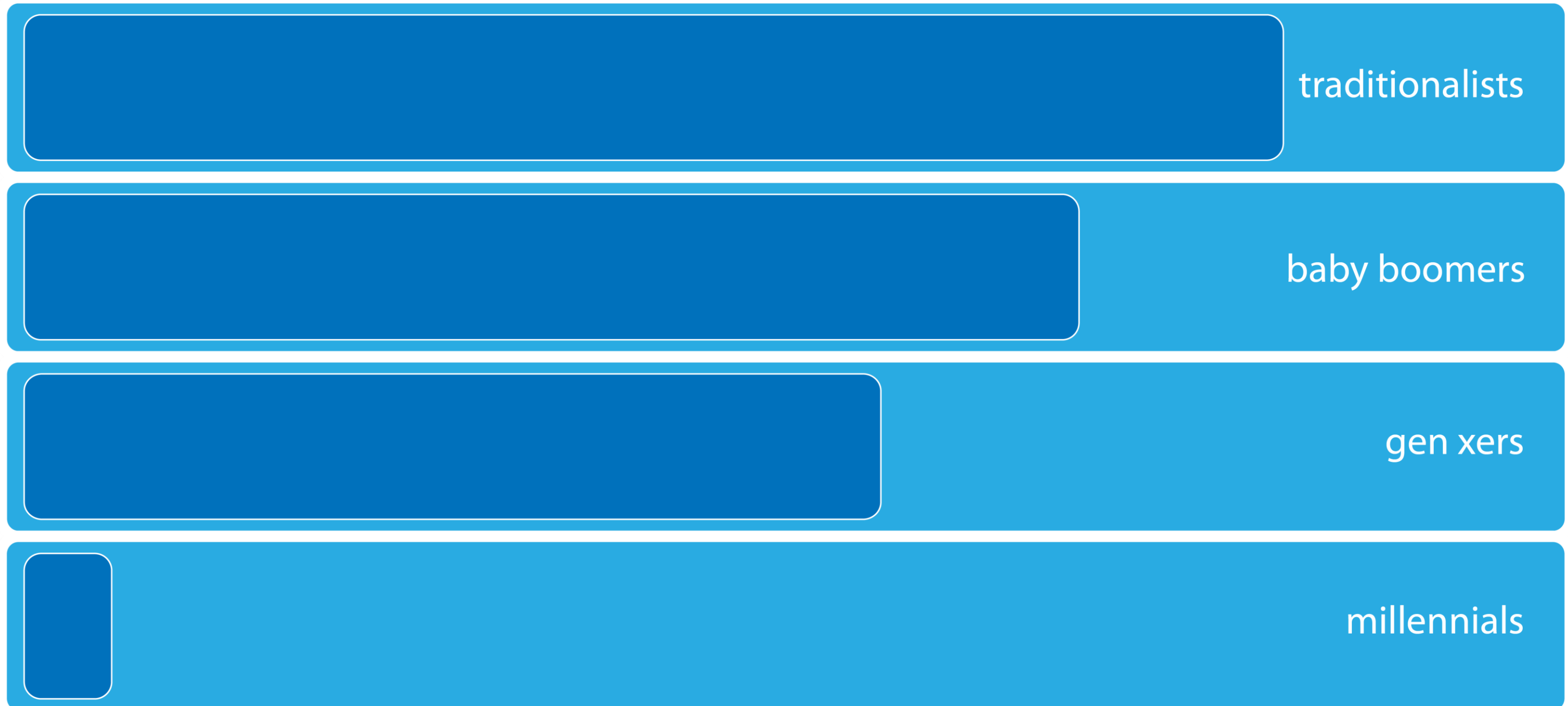
generational distribution during project phases



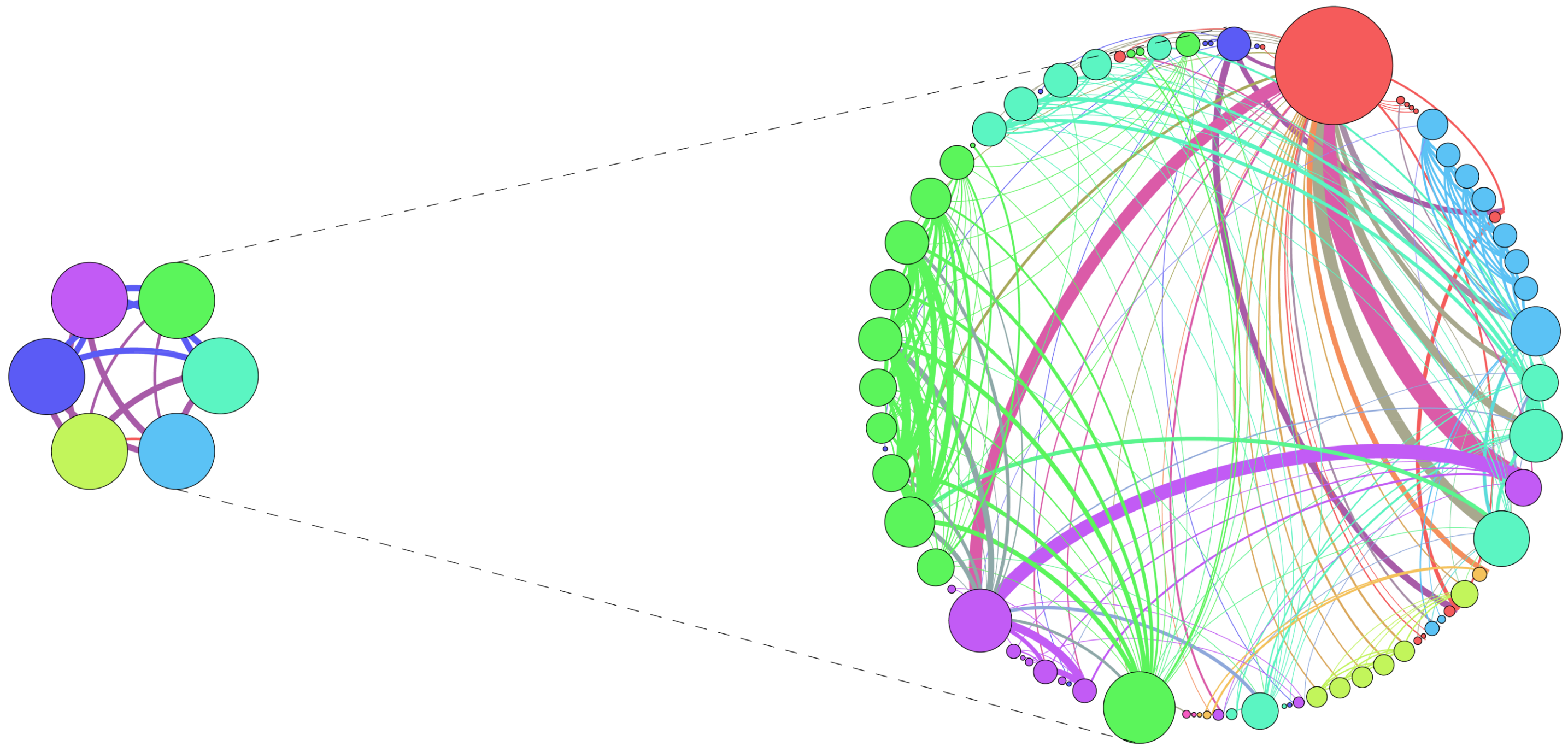
mindset distribution during project phases



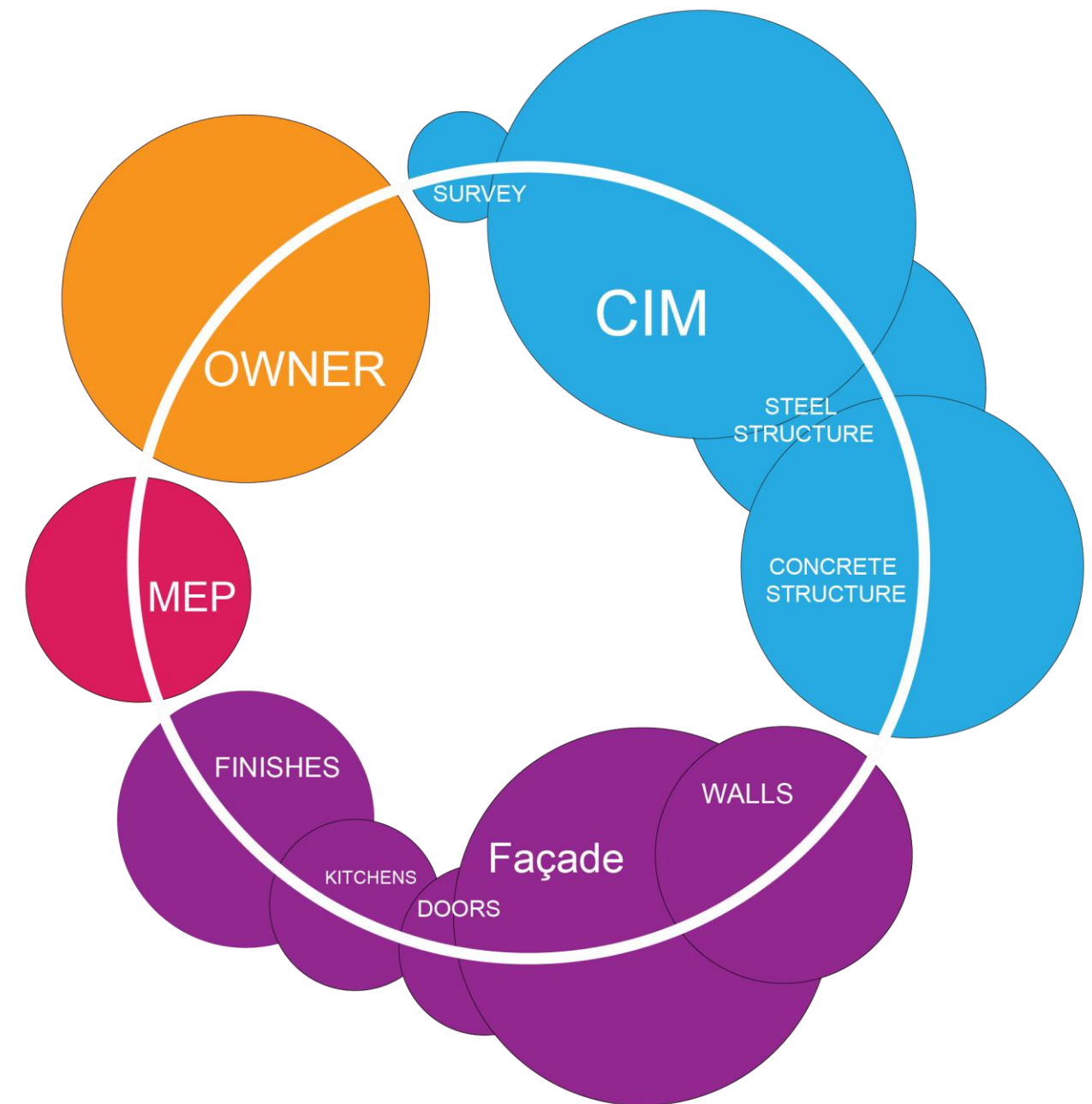
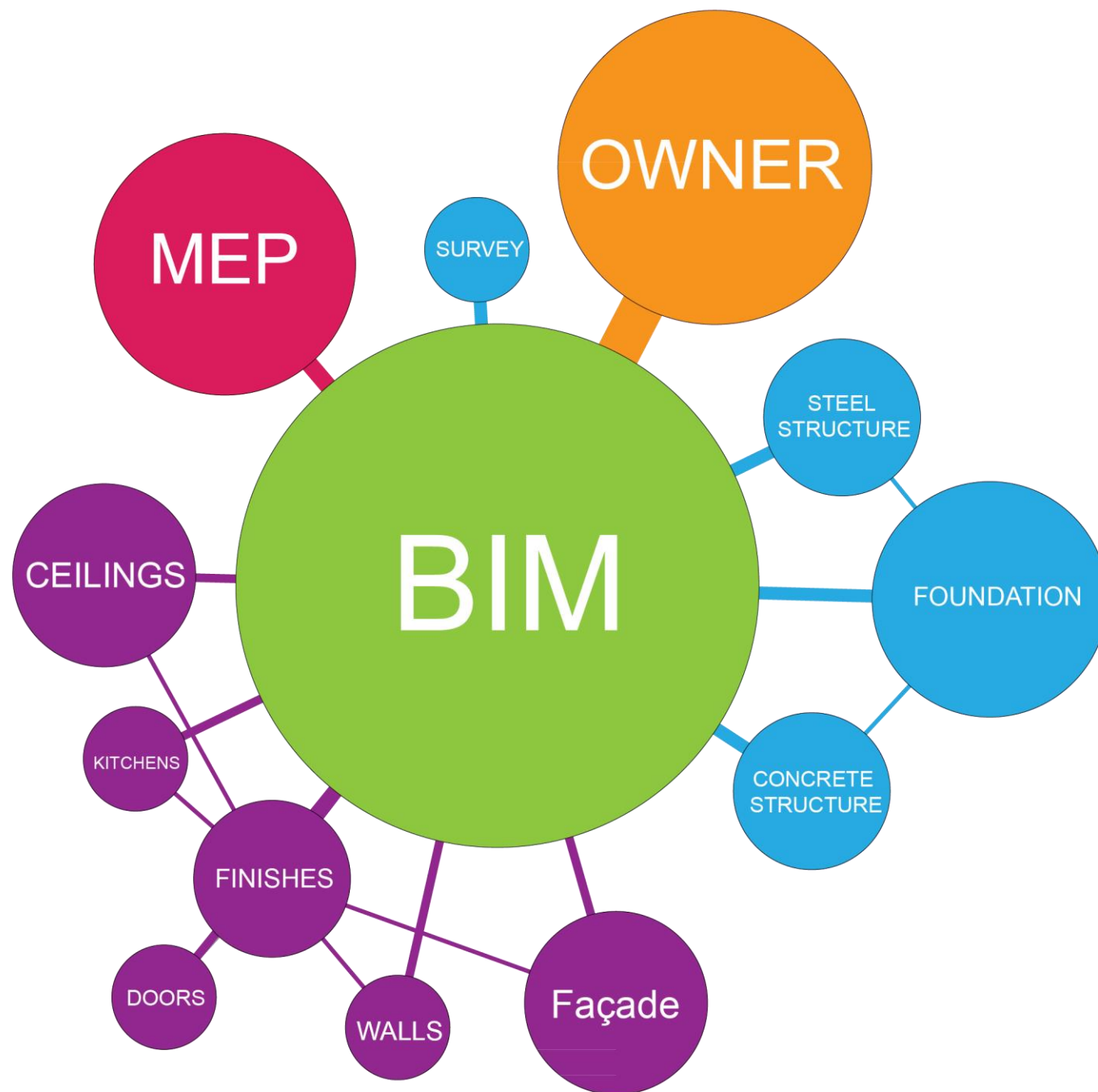
mindset in different generations



multiple **comunication** channels



model **silos** vs model **complicity**

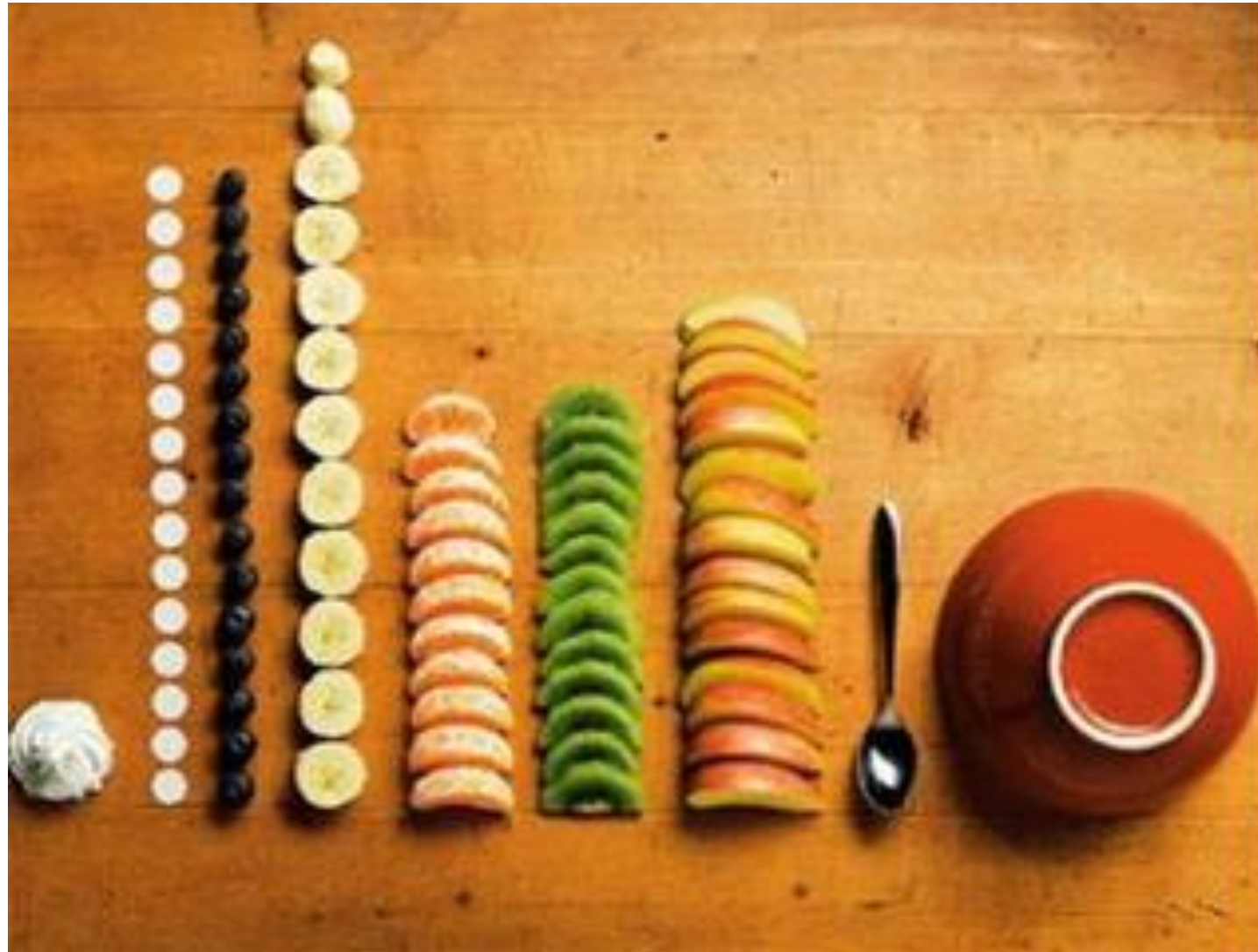


Macromarketing

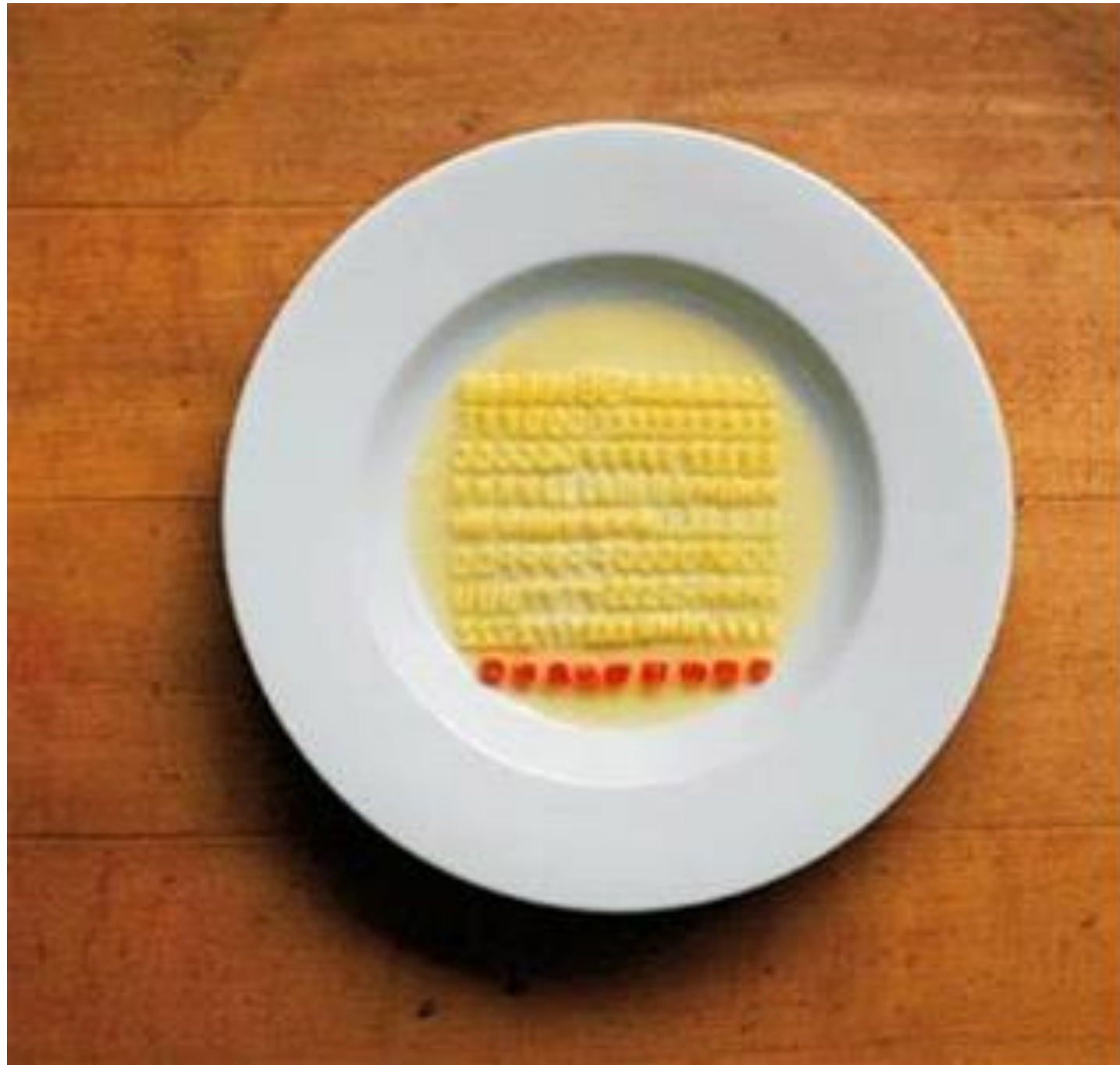
Micromarketing

Bim phenotypes





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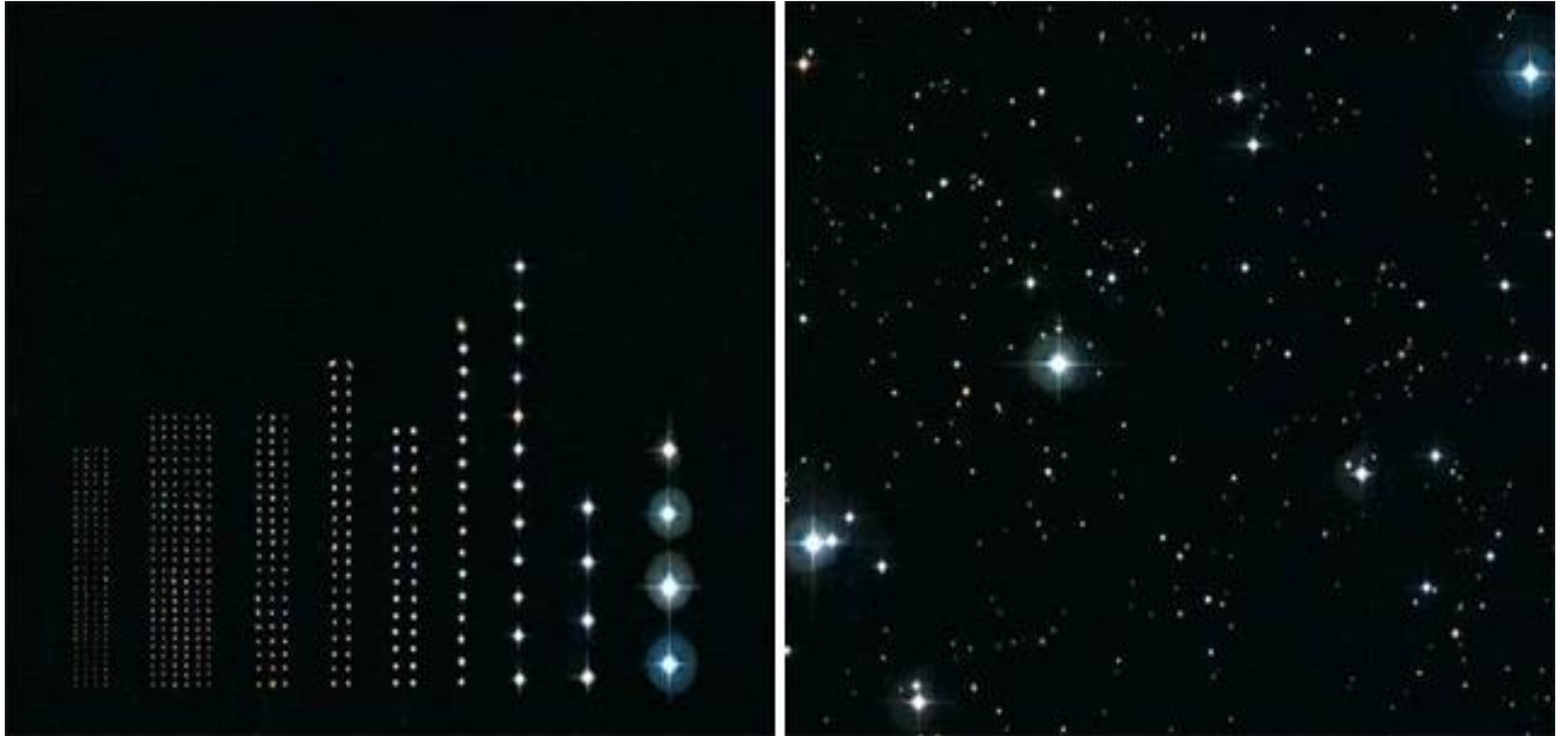
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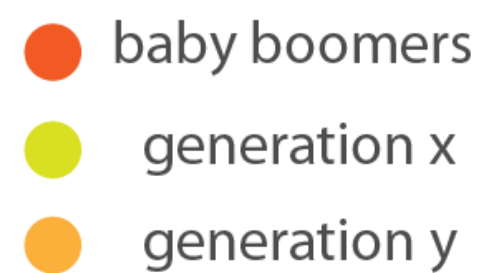
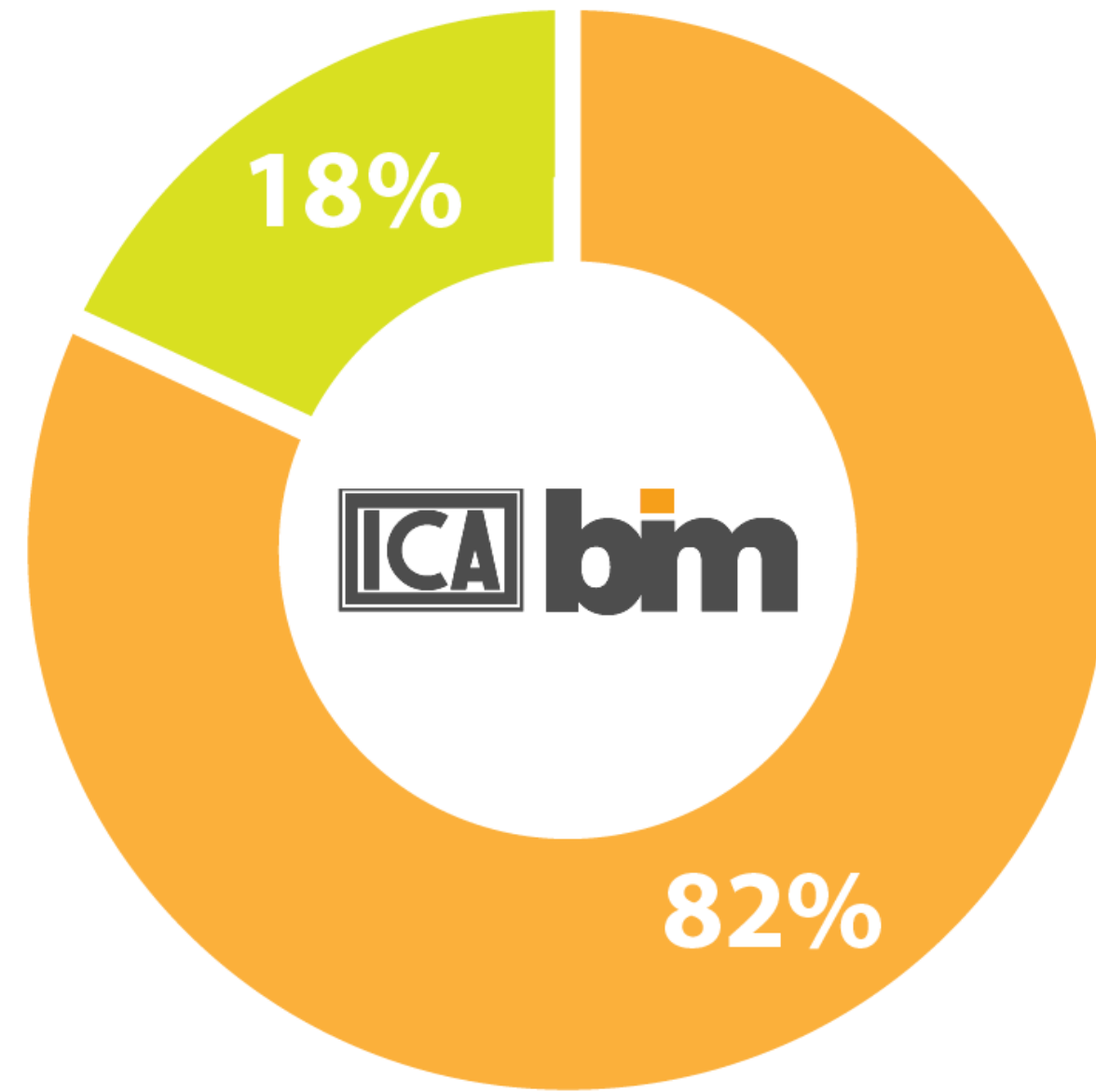
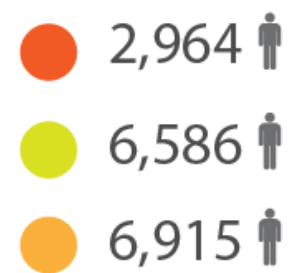
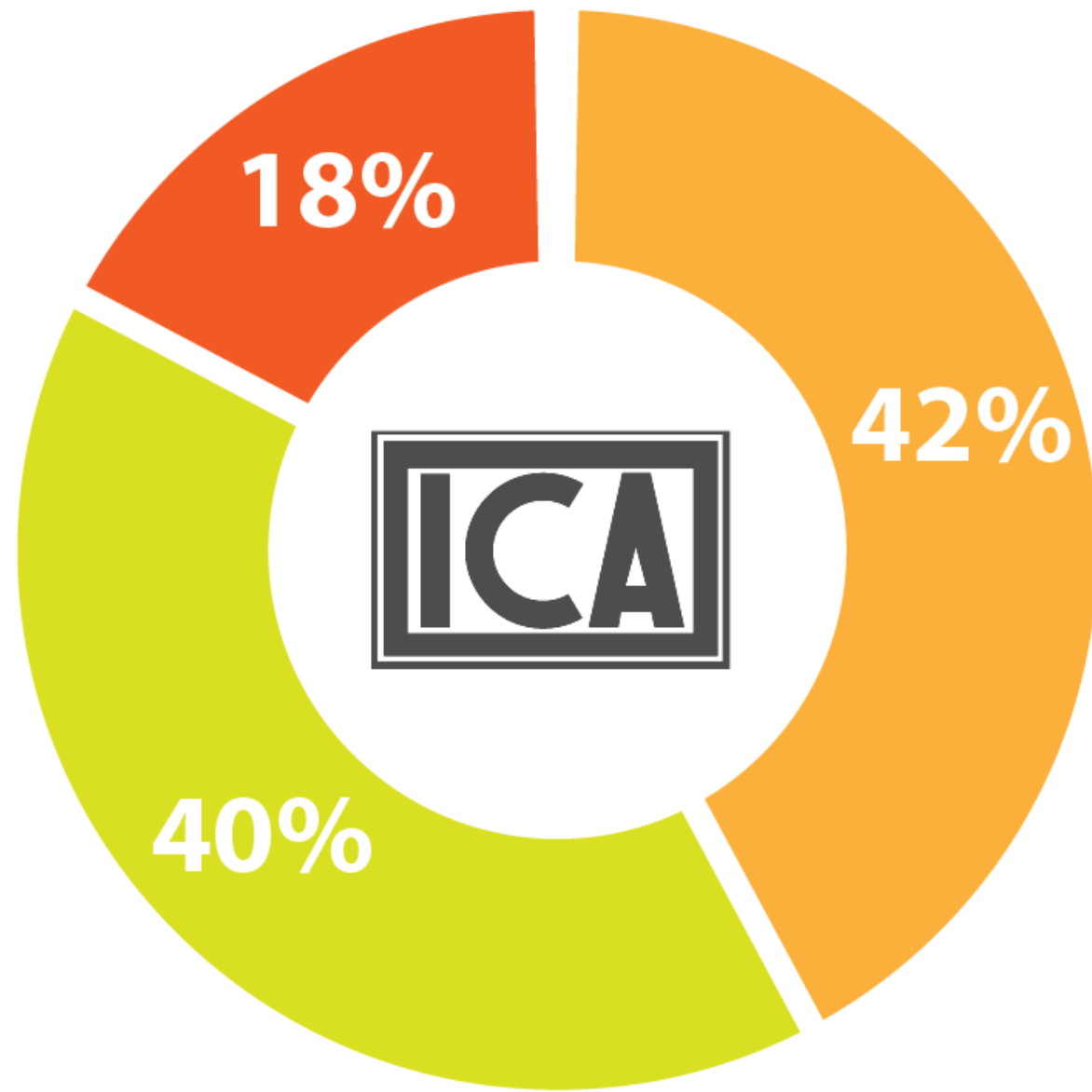
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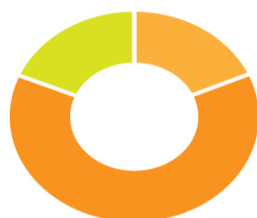


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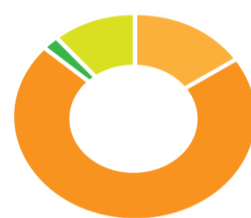
1st year growth

900%



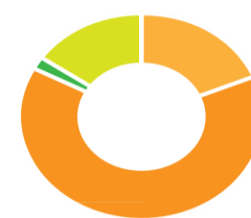
2nd year growth

66%



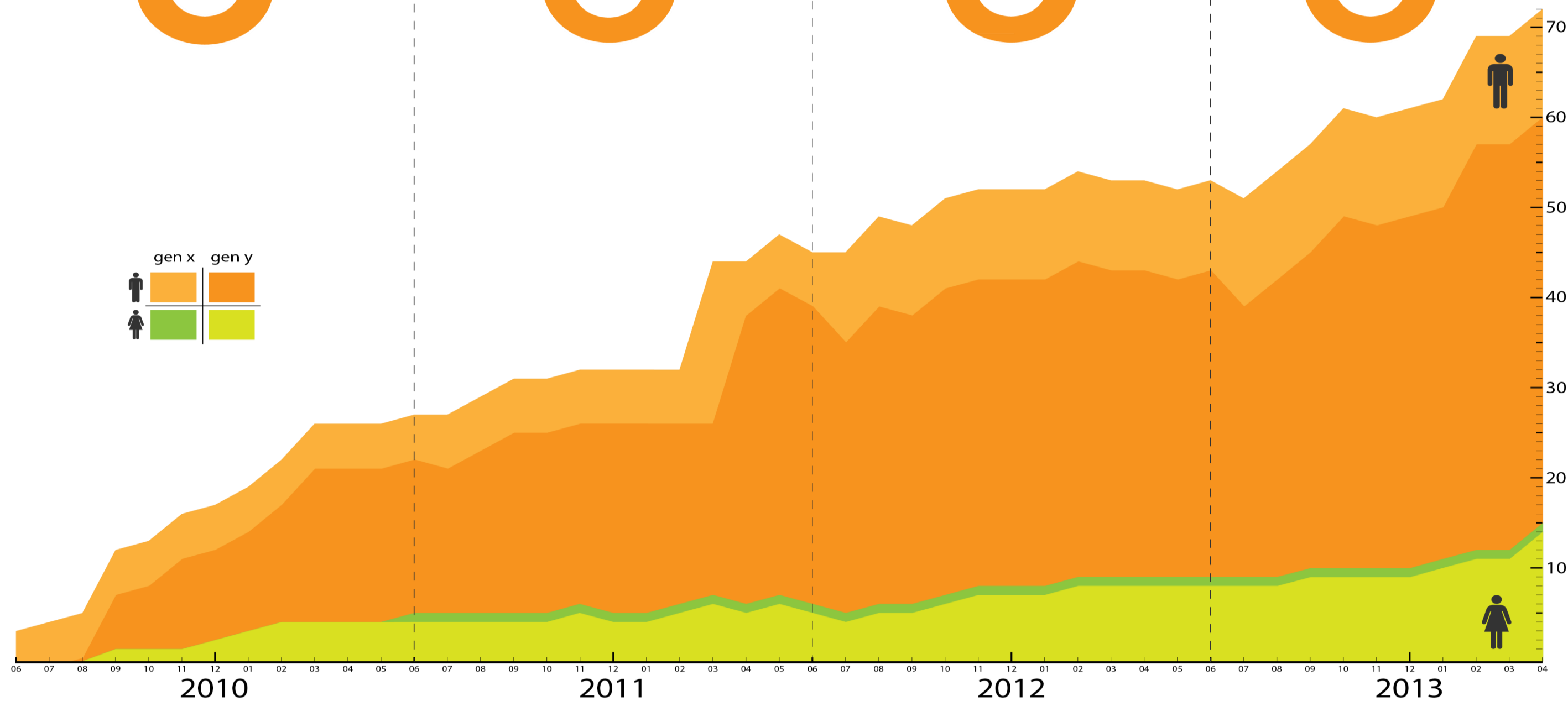
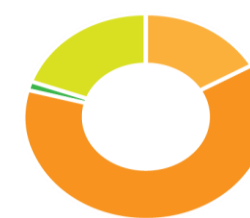
3rd year growth

17%



4th year growth

35%



1st year active projects

8



2nd year active projects

31



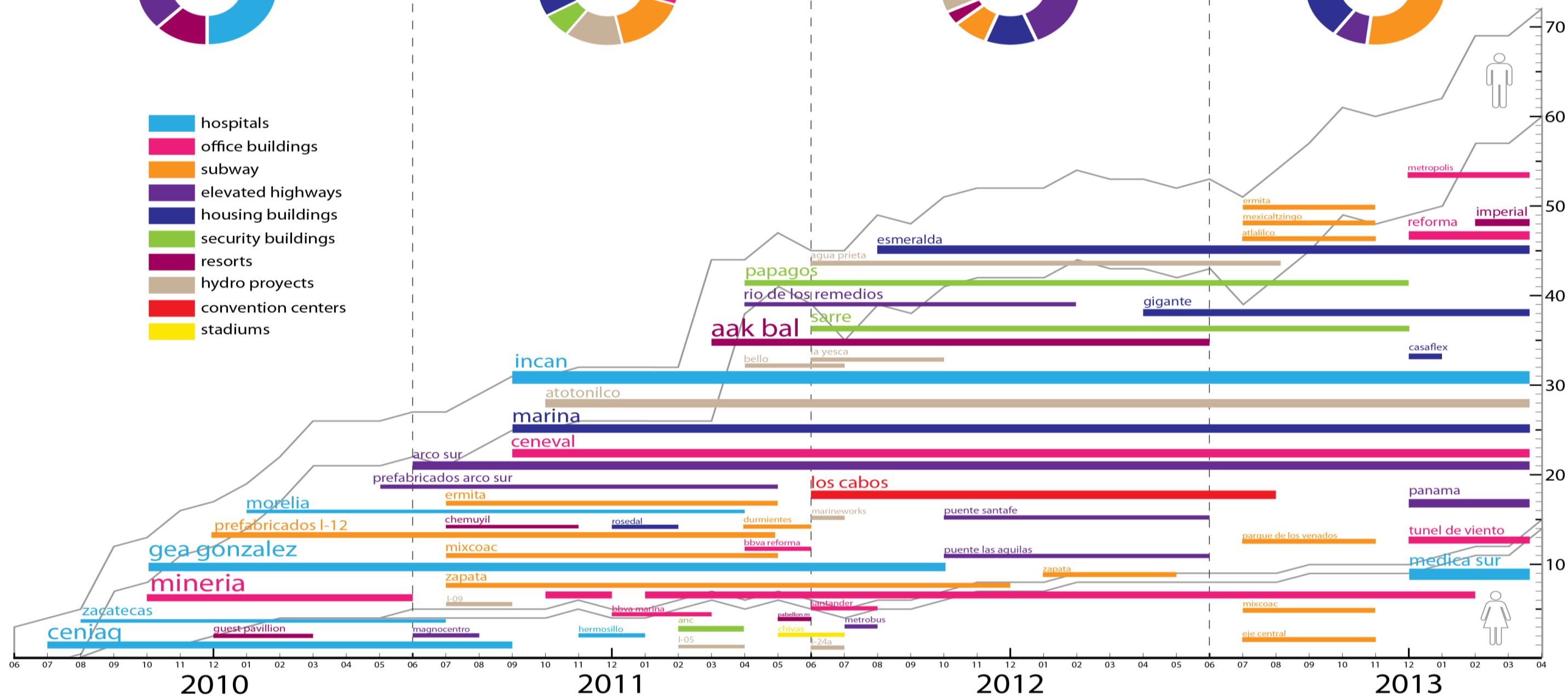
3rd year active projects

25



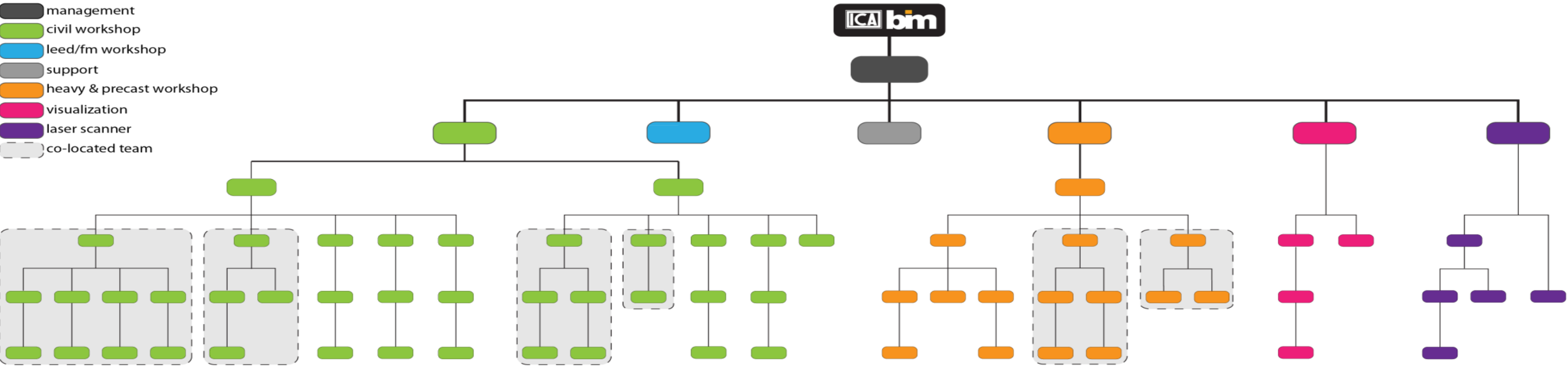
4th year active projects

25

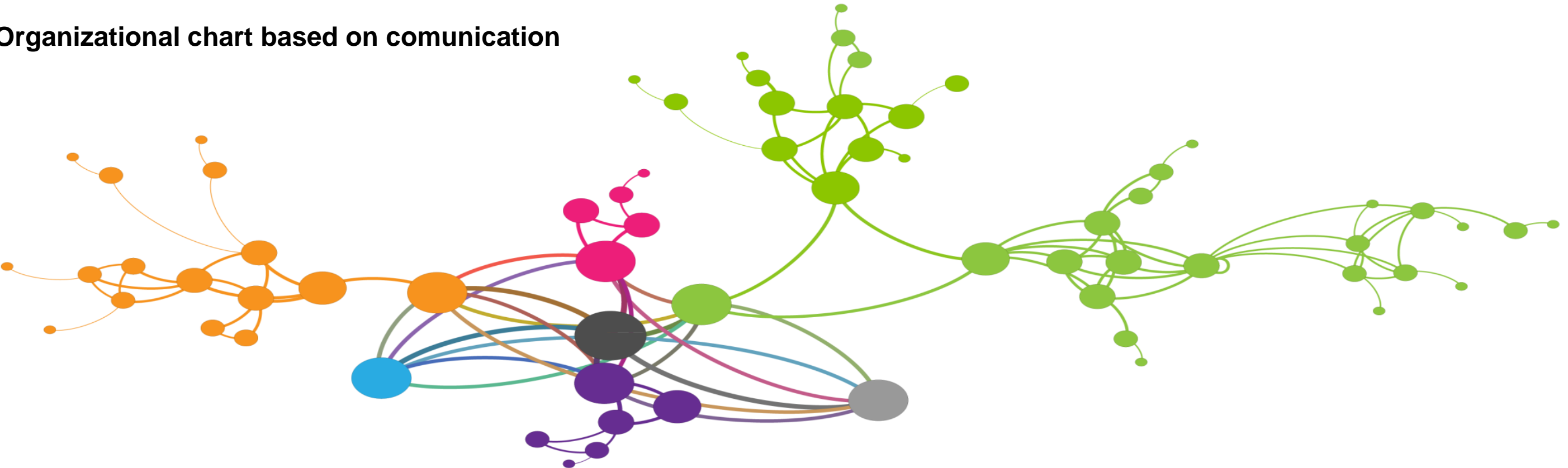




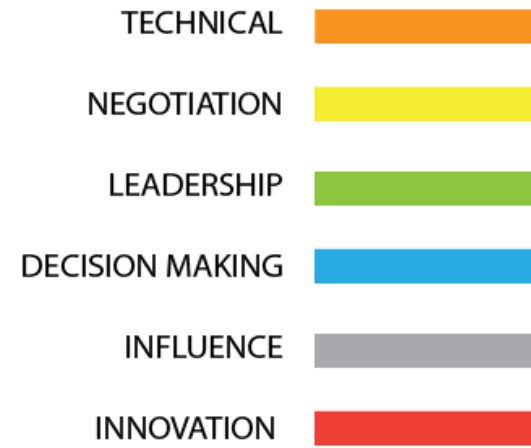
Organizational chart based on hierarchies



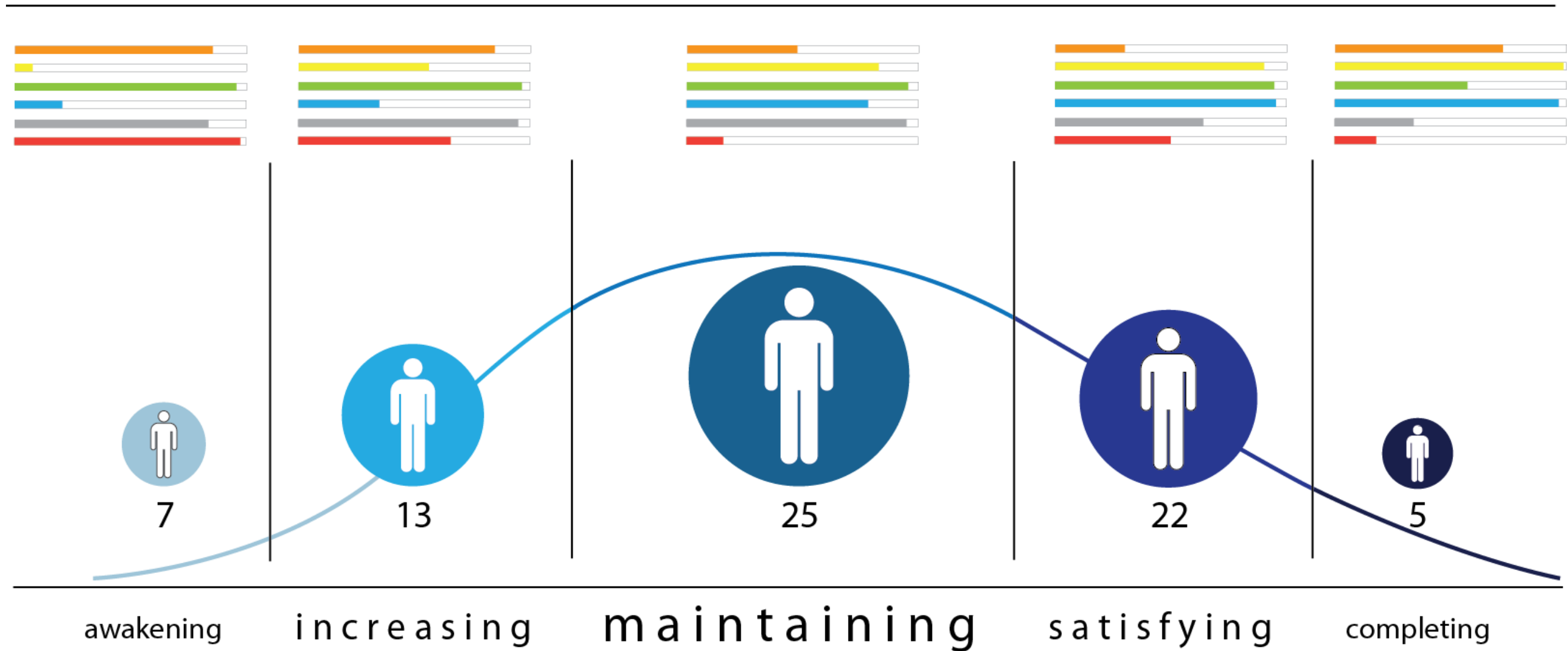
Organizational chart based on comunication



WORK SKILLS



TASK DISTRIBUTION

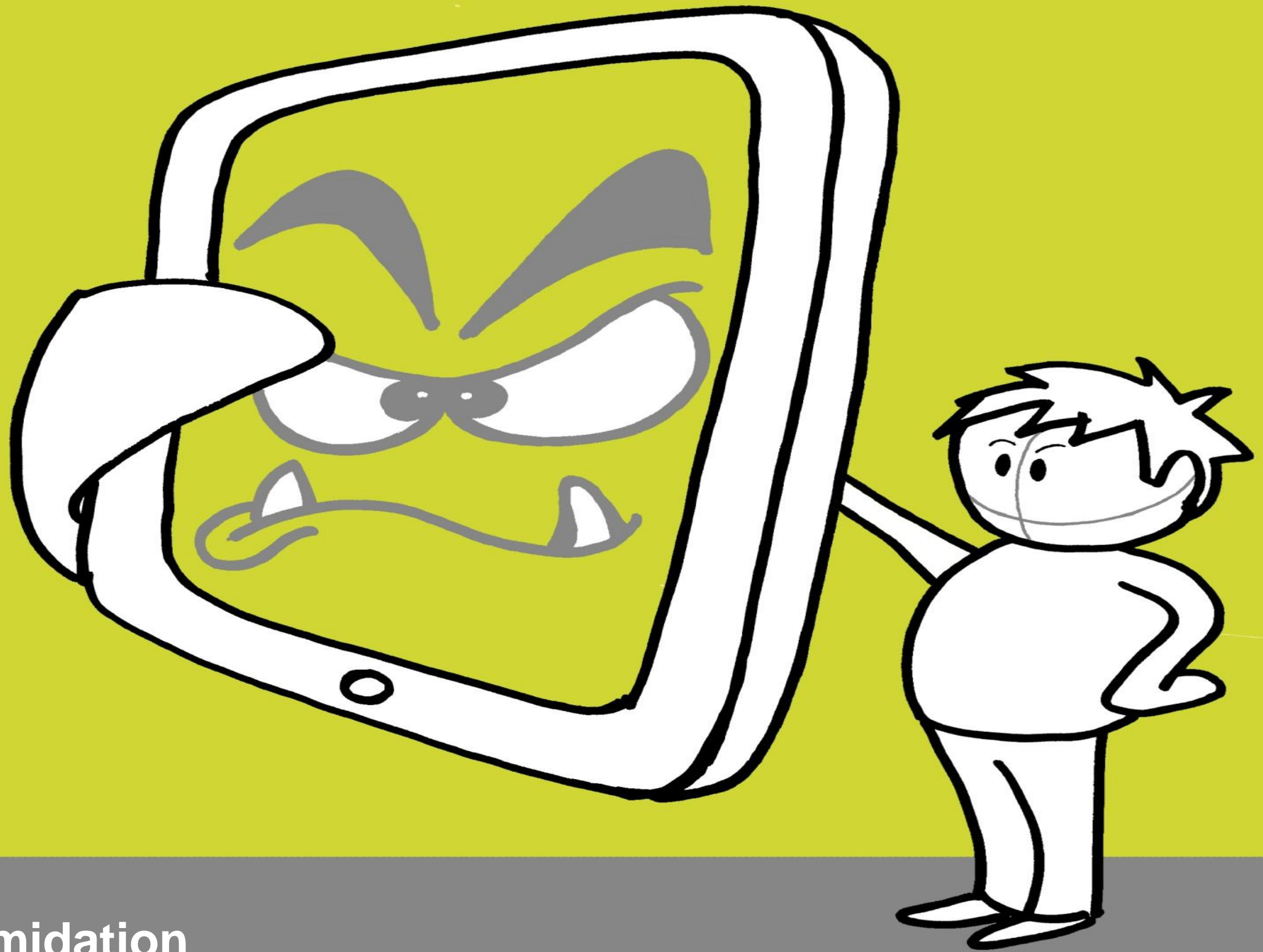


Devaluation of teammates time





Disqualify Experience



Technological Intimidation



Long Time Career Inside a Company







Time and Effort vs. Results



Communication Channels

BIM's Management Team is committed with a leadership focus on:

- 1.New Paradigms** of Action, Coordination, and **Learning.**
- 2.Practice**, not just Theory
- 3.Relevance** and **Impact**
- 4.Feedback** and **Coaching**
- 5.Replacing Old Habits** with **New**
- 6.Turning vision** into **effective** action.

1. Think of technology, knowledge and **experience** as generational **integrators**.

2. BIM teams are mainly millennial. More adaptable, but less patient.

3. Companies must rethink their attraction and career plans for the new task force needs.

4. Never assume that **communication** is a fact. **Plan it!.**

5. Teams must be balanced based on experience and skills.

Carlos Monsivais' definition of **instantaneity:**

**When I had the answer they
changed the question.**

