

CS501498-rt

How to Write a Business or Strategy Plan as a New BIM/VDC Manager?

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Learning Objectives

- Identify firm goals
- Learn about the steps in writing a business plan.
- Learn about tools and resources.
- Learn about strategies for achieving these goals.

Description

You've got a new title—building information modeling (BIM) / virtual design and construction (VDC) manager—and your role has changed from hands-on production to supervisor or manager. You have been tasked with writing a business plan for your firm's BIM/VDC department for the next three to five years. Join a roundtable discussion on how to approach this task, and get tips and resource tools to help you take the next step in your career and shift your mindset from "doer" to "thinker."

Speaker



Mirra has over thirty decades in the AECO industry, gaining experience and a reputation for quality design and documentation, tailoring the last fifteen years on innovating the traditional 2D to a 3D deliverable. Mirra started as a gofer in Architecture, then a Designer and BIM Lead for Electrical Engineering firms shifted to work for General Contractors ten years ago to transform the built process with 3D workflows and tools. She was now fulfilling a goal of her firm to assist other firms in meeting digital project delivery requirements with MLC Digital Solutions.

Mirra is active in supporting and sharing with others transitioning through involvement in CanBIM, buildingSMART Canada, and the founder and chair of the local BIM user group in Edmonton, eBIMc.

An early adopter, pioneering emerging technologies in Virtual Design and Construction workflows for construction teams in proposals, pursuits, estimating, and operations, using a variety of applications, FormIt, InfraWorks, Civil 3D, Revit, Navisworks, ReCap, 3D Studio, BIM360/Docs, Assemble, Revizto, Enscape, BIM Track, Bluebeam and yes still some AutoCAD.



Roundtable Discussion

If you are not sure why or how you found this room and discussion Autodesk descriptions on a roundtable is:

A mediated discussion to engage attendees. A collaborative experience intended to help solve a challenge or answer a question shared by industry peers an interactive and participation-based.



Why

Why do you, your department, and your firm need a business plan?

- To request funding
- Plan a roadmap of the process and steps
- A future training guide for current staff and new hires
- Create a framework of the software that is critical and nice to have
- Hardware requirements and costs of these
- Staffing needs and roles
- A method for a more significant market share
- To plan for increasing productivity
- Ways to add revenue

Leading players in this Plan

You

Your Team

Your Management

Your Firm

Steps in a Plan

Ten steps as outlined in "The Definitive Business Plan."

1. Define your business activities.
2. Define the current status of the business.
3. Define the external market, your competition, and your market positioning.
4. Define your objectives for the period of the Plan.
5. Develop a strategy for achieving the objectives.
6. Identify the risks and opportunities.
7. Develop a strategy limiting the risks and exploiting opportunities.
8. Refine the strategies into working plans.
9. Project costs and revenues and develop a financial plan.
10. Document it concisely.

Business Plan Resources

BOOKS!

- Complete list of books on [Good Reads on business plans](#)
- [The Definitive Business Plan by Richard Stutely](#)
- [Change Management HBR](#)
- [Crossing Chasm by Geoffrey A. Moore](#)
- [Tzu](#)
- [The Rules of Work by Richard Templar](#)
- [Dare Lead Brave Work Tough Conversations Whole Hearts by Brene Brown](#)
- [The Coaching Habit Say Less Ask More & Change the Way You Lead Forever by Michael Bungay Stanier](#)
- [7 Habits of Highly Effective People by Stephen R. Covey](#)
- [Superusers by Randy Deutsch](#)
- [Working Difficult People by Amy Cooper Hakim & Muriel Solomon](#)
- [Getting to Yes Negotiating Agreement Without Giving In by Roger Fisher & William Ury](#)

The Internet and People

- [Robert Green](#) The CAD Manager's Newsletter
- [Randy Deutsch](#)
- [Parallax and Aaron Maller](#)
- [TheB1M](#)

Please email me at MirraLee@mlcdigital.ca for a post-presentation version that captures the group's discussion and links.

Thanks for attending.