



Search

Try Premium Free
for 1 Month

The Business Value of Computational and Generative Design for Executives

Emily Bisaga Dunne

Industry Outcomes Lead, Building Design | @DunneDesignTech



The Business Value of Computational and Generative Design for Executives – AU 2019 Highlights

Published on November 29, 2019

[Edit article](#)

[View stats](#)



Emily Bisaga Dunne

Industry Outcomes Lead, Building Design

8 articles

I was delighted to present “The Business Value of Computational and Generative Design for Executives” at AU this November 2019. The first course offering was so popular that the event sold out and an additional course was offered – both courses ended up with wait lists and I enjoyed the engaging conversations with attendees about the future of business strategy at the end of the presentations.

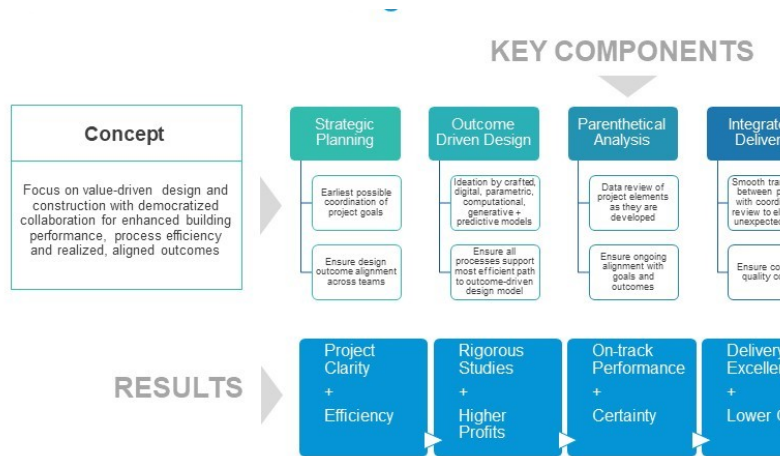
One idea that gathered interest and has resulted in several follow-up conversations is the future of building design strategy – “Outcome-driven design” and the five components that I see as a part of this in the future:



Messaging



Search

Try Premium Free
for 1 Month

With strategic planning, the goal is to align all upstream and downstream stakeholders to identify what everyone needs up front to ensure project success. With outcome-driven design, goals and constraints drive the development of form and order in the information model, with an emphasis on building performance. With parametrical analysis, there is an ongoing dashboard of all of the big-picture project aspects like cost, energy analysis, etc. that give a designer the ability to pivot and course-correct in real time. With integrated project delivery, we are collaborating in an integrated way that will allow for fast and seamless transfer of data between projects, and with operational nurture, we are extending the scope of our services beyond that of traditional architecture and into customer success, seeing the building through its lifecycle process and acting as trusted advisors to our clients.

This will result in a series of new hires for design teams:

NEW HIRES

Design Strategist

Design Technologist

Design Analyst

Delivery Technologist

Building Design Outcomes Lead

And also presents the opportunity to implement tactics to improve problems we face in terms of value and compensation, problems rooted in process and perception:



Messaging



Search

Try Premium Free
for 1 Month

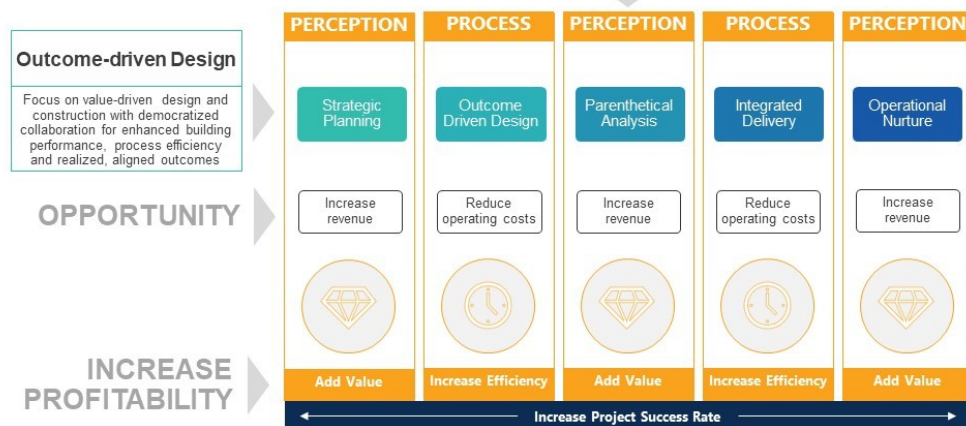
For fixed-fee projects



Utilizing outcome-driven design and computational and generative design to increase project success rates, fees and client satisfaction, and add more value with our work, presents us with some major opportunities for increasing project success rates, fees and client satisfaction:

Tactics to Increase Fees and Profitability for Architecture

IMPACT OF KEY COMPONENTS



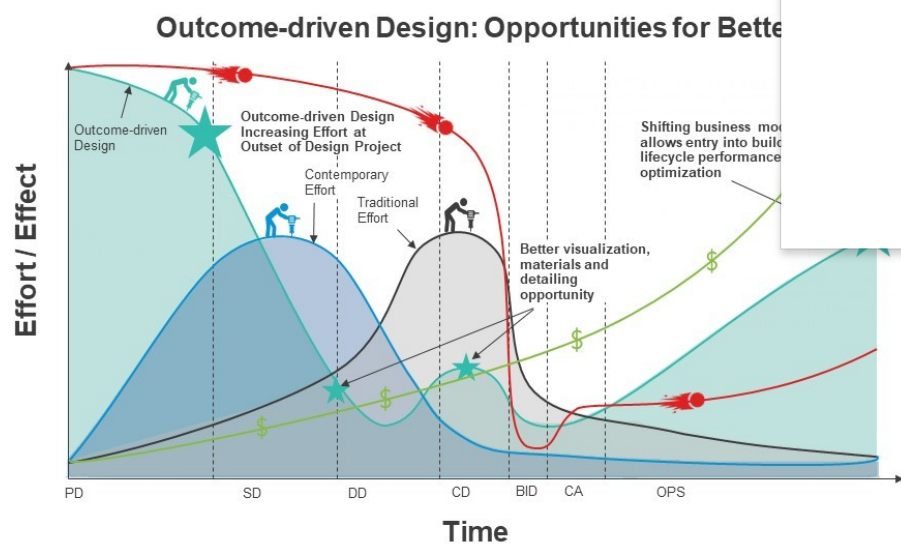
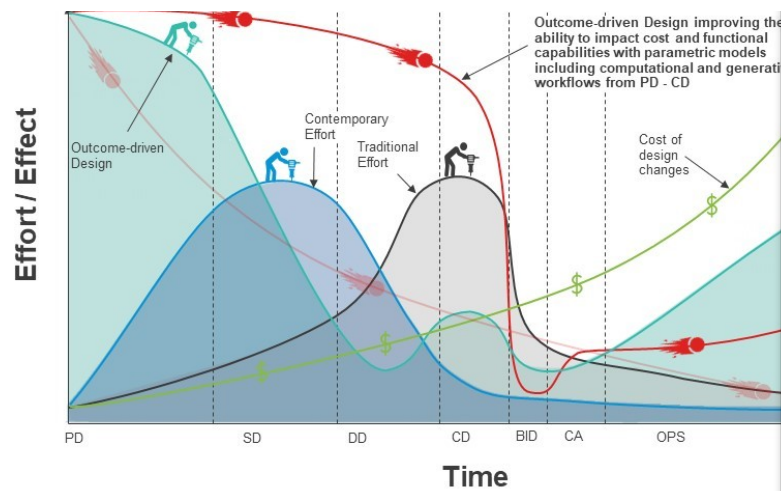
The key takeaways from the course were that **Computational and Generative Design** are influencing design strategy to such a degree that a new project strategy type is unfolding called **Outcome-driven Design**.



Messaging



Search

Try Premium Free
for 1 Month

Building design is facing **process and perception** problems related to compensation and the path to increasing profit and fees starts with **design efficiency and adding value**.

Computational and Generative Design

- Move the needle on design efficiency
- Add value
- Integrate into existing processes.

Implementing Generative Design in a project requires a **shift in mindset on project strategy and early implementation in a project**



Messaging



Search

Try Premium Free
for 1 Month

Values and outcomes are equally as important as the building design itself; rethink the emphasis we put on value discovery. Also, outcomes are quickly an integral part of building design vernacular, and it is important that our buildings be designed with performance in mind, and that this performance drives key outcomes for the owner.

Ultimately, I am excited to see where outcome-driven design takes us as an industry. I am curious to hear ideas about the next areas of professional development for building design with all of this in mind.

If you would like to see the full course, watch here: <https://youtu.be/HE-9RK4zoaE>

or review a PDF of the slides here:

<https://knowledge.autodesk.com/community/article/273406>

Here's to a productive 2020!

Best,

Emily

[Report this](#)

Published by

**Emily Bisaga Dunne**Industry Outcomes Lead, Building Design
Published • 11m[8 articles](#)

Get the briefing on the Business Value of Computational and Generative Design for Executives from AU 2019
[#StrategyInnovation](#) [#OutcomeDrivenDesign](#) [#au2019](#) [#GenerativeDesign](#) [#ComputationalDesign](#)



Like



Comment



Share

2 Views

0 Comments



Add a comment...



Messaging



Emily Bisaga Dunne
Industry Outcomes Lead, Building Design

More from Emily Bisaga Dunne



How Industry Outcomes Leads are Disrupting Business Models for Design, Construction and...
Emily Bisaga Dunne on LinkedIn



You Should Experience the FormIt v17 Release – Here's Why
Emily Bisaga Dunne on LinkedIn



What on Earth is an Architecture Technical Evangelist?
Emily Bisaga Dunne on LinkedIn

[See all 8 articles](#)



- About
- Careers
- Advertising
- Small Business

- Talent Solutions
- Marketing Solutions
- Sales Solutions
- Safety Center

- Communi
- Privacy &
- Mobile

Questions?
Visit our Help Center.

Manage your account and privacy.
Go to your Settings.

LinkedIn Corporation © 2019

Select Language
[English \(English\)](#)

Messaging