

# Technology Adoption: Two Distinct Strategies for Success – CES479730

**Tara Verdia**

Customer Success Manager | [tara.verdia@eaglepoint.com](mailto:tara.verdia@eaglepoint.com)

**Andy Schrader**

Senior Associate / National BIM Director | [andy.schrader@wsp.com](mailto:andy.schrader@wsp.com)

**Greg Grana**

Core Technologies Services & Support Manager | [ggrana@hntb.com](mailto:ggrana@hntb.com)





## About the speaker

Tara Verdia | Customer Success  
Manager, Eagle Point Software

For more than six years, she has worked to build authentic relationships with her customers, learning their challenges, and developing proactive strategies to help them achieve their goals. She is passionate about helping others and believes the ability to be agile and innovative are two qualities essential for growth, especially in the technology space entrenched in rapid and continuous change.



## About the speaker

Andy Schrader | Senior  
Associate/National BIM Director, WSP  
USA Building Systems

He has 18 years of experience as a BIM/Revit manager. As technology evolves, projects are requiring a high level of building information modelling (BIM) to assure their successful completion. He provides the vital link that brings the entire project team together in a single comprehensive, coordinated, BIM model.





## About the speaker

Greg Grana | Core Technologies  
Services & Support Manager, HNTB  
Corporation

He has worked in multiple IT support and managerial roles. He currently manages a CAD support group and an enterprise software portfolio from a licensing and technical support perspective. He develops and implements application standards and workflow processes in coordination with the project delivery group, including technical, training, and productivity articles and documentation.

# Learning Objectives

## CHALLENGES

Understand some of the challenges the AEC industry faces around technology adoption and their impact.



## STRATEGY

Evaluate two distinct technology adoption strategies.



## VALUE

Understand the value of training for digital transformation, driving technology adoption.



## APPLICATION

Apply techniques and lessons learned.



**Drivers**



# Digital Transformation

“Digital Transformation is the process of adopting new technology to improve operational efficiency, boost customer experience, and uncap innovation.”<sup>1</sup>

<sup>1</sup> Digital Adoption. (nd). *Digital Transformation*. <https://www.digital-adoption.com/>



# Digital Adoption

“Digital adoption is clearly the way of the future. Adapting to new technology and fully leveraging its features is imperative to the modern organization and it is what leads to digital transformation.” <sup>2</sup>

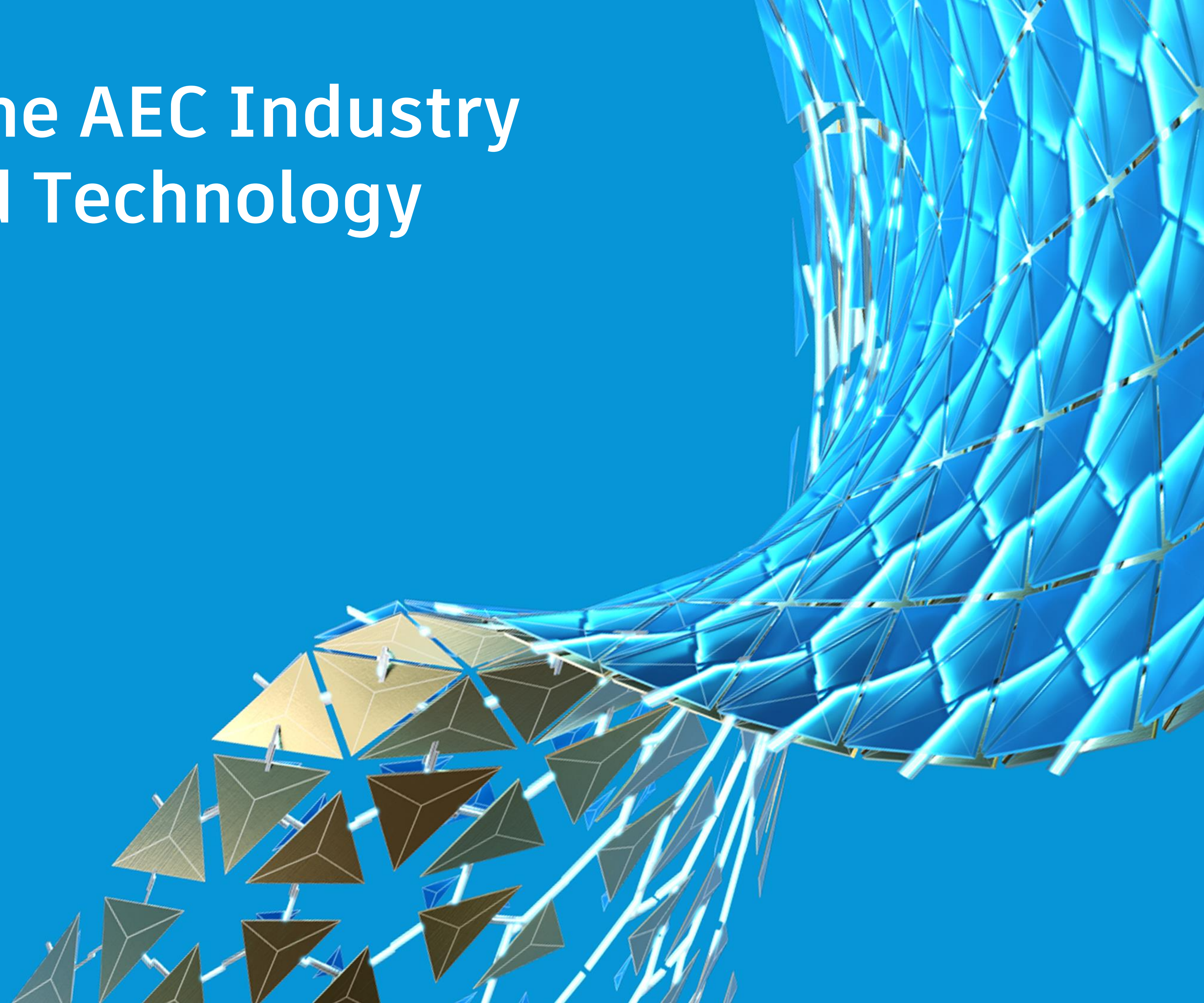


Figure 1. Digital adoption brain. Adapted from “What is a Digital Adoption Platform? It Turns Your Digital Tools Into Assets”, 2018, retrieved from <https://www.digital-adoption.com/what-is-a-digital-adoption-platform/>.

<sup>2</sup> Bullock, L. (2018, December 10). *What is Digital Adoption and Why You Really Need to Know About It*. Forbes. <https://www.forbes.com/sites/lilachbullock/2018/12/10/what-is-digital-adoption-and-why-you-really-need-to-know-about-it/#1e0695db7371>



# Challenges the AEC Industry Faces Around Technology Adoption





# Challenges

RESISTANCE TO CHANGE



DISCONNECTED LEADERSHIP



CONTINUOUS UPDATES



OUTDATED PROCESSES





# Value

“The most obvious reason why digital adoption is important is simple – no matter how effective a new software solution is, it is only as good as the number of people using it.”<sup>3</sup>

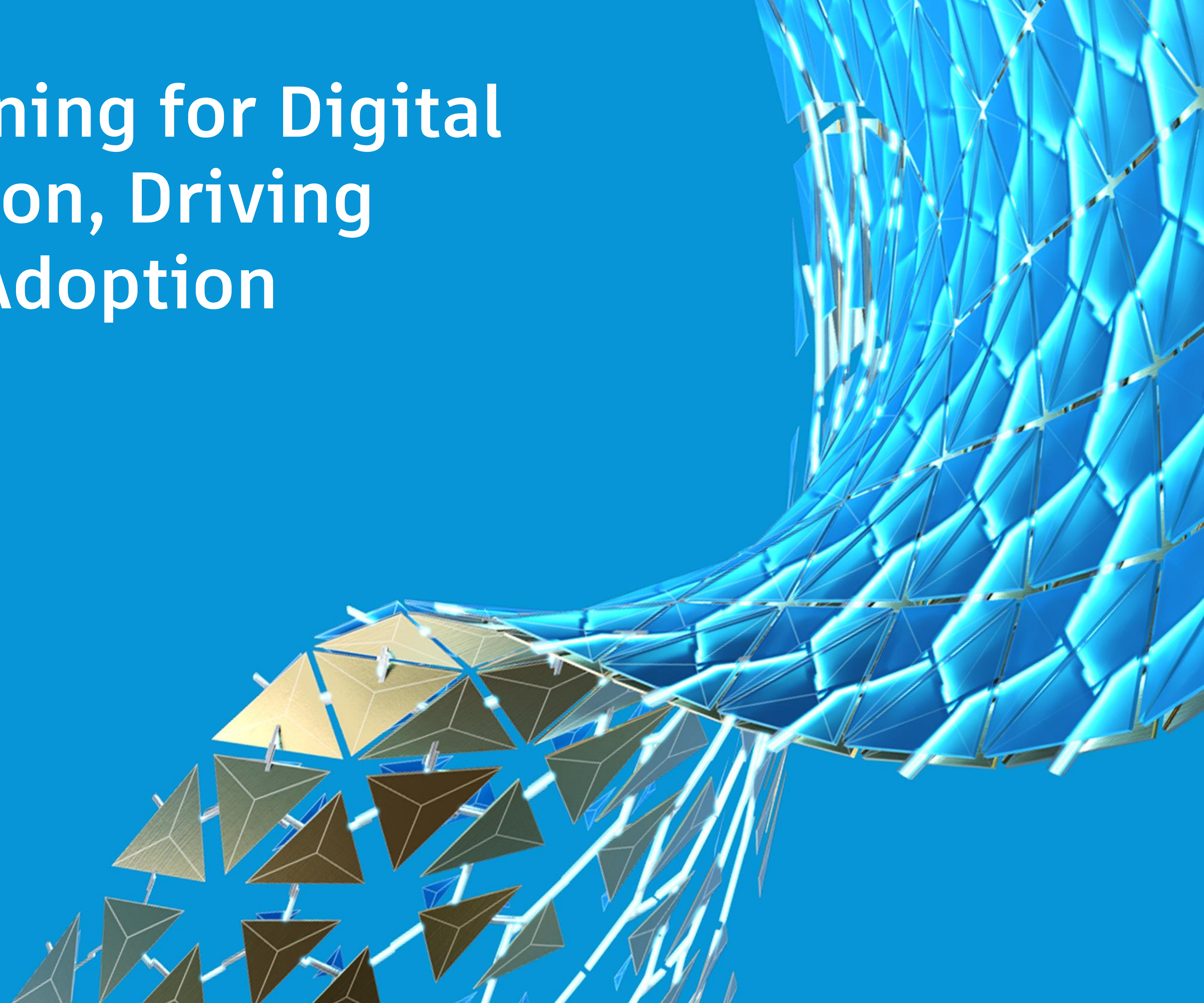


Figure 2. Group raising arms watching a sunrise. Adapted from “People-Silhouette-During-Sunset”, by An, M., 2020, retrieved from <https://www.pexels.com/photo/people-silhouette-during-sunset-853168/>.

<sup>3</sup> Kushmaro, P. (2018, November 8). *Why digital adoption matters in today's business world*. Insider Pro. <https://www.idginsiderpro.com/article/3319677/why-digital-adoption-matters-in-today-s-business-world.html>



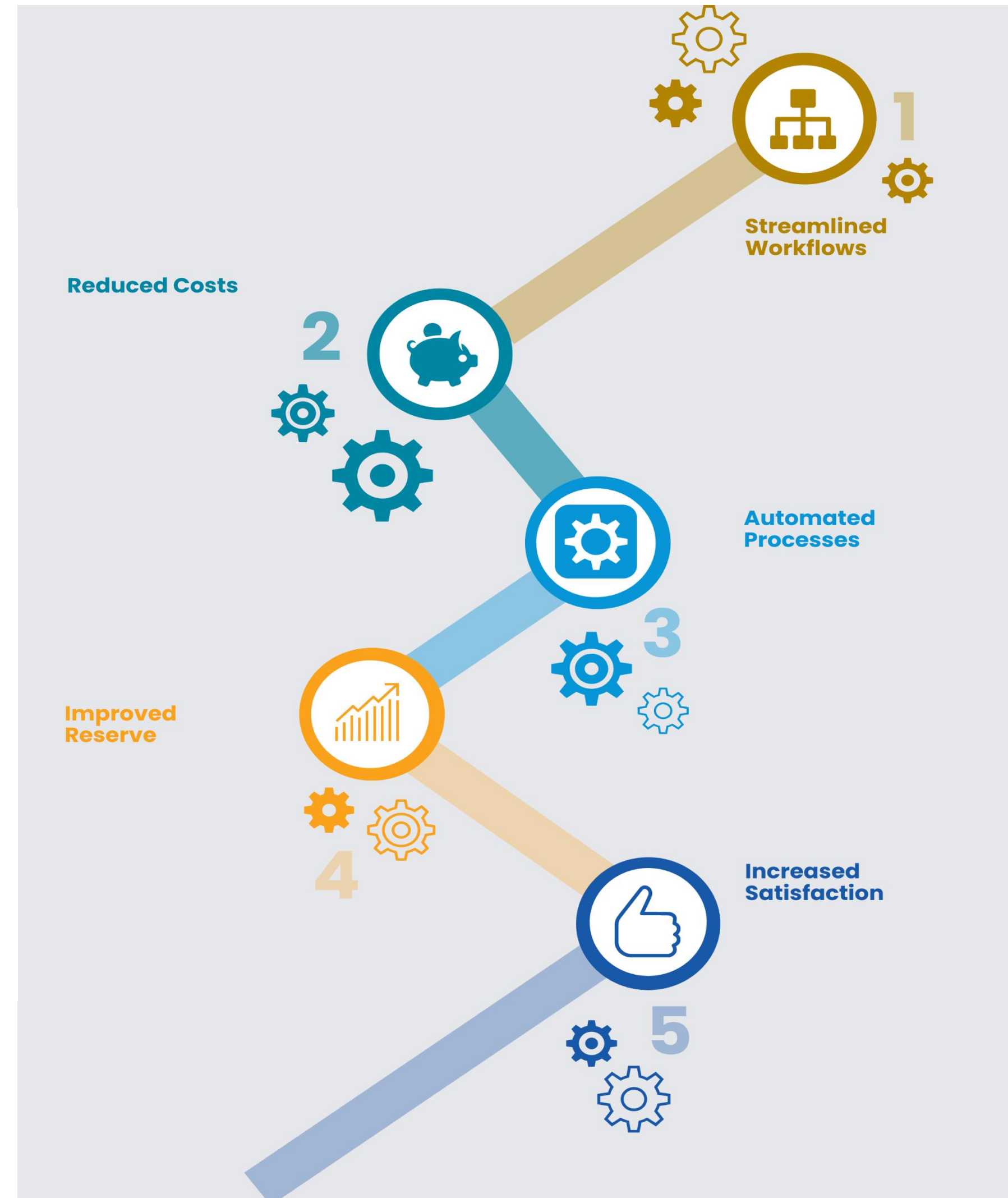
# Value of Training for Digital Transformation, Driving Technology Adoption





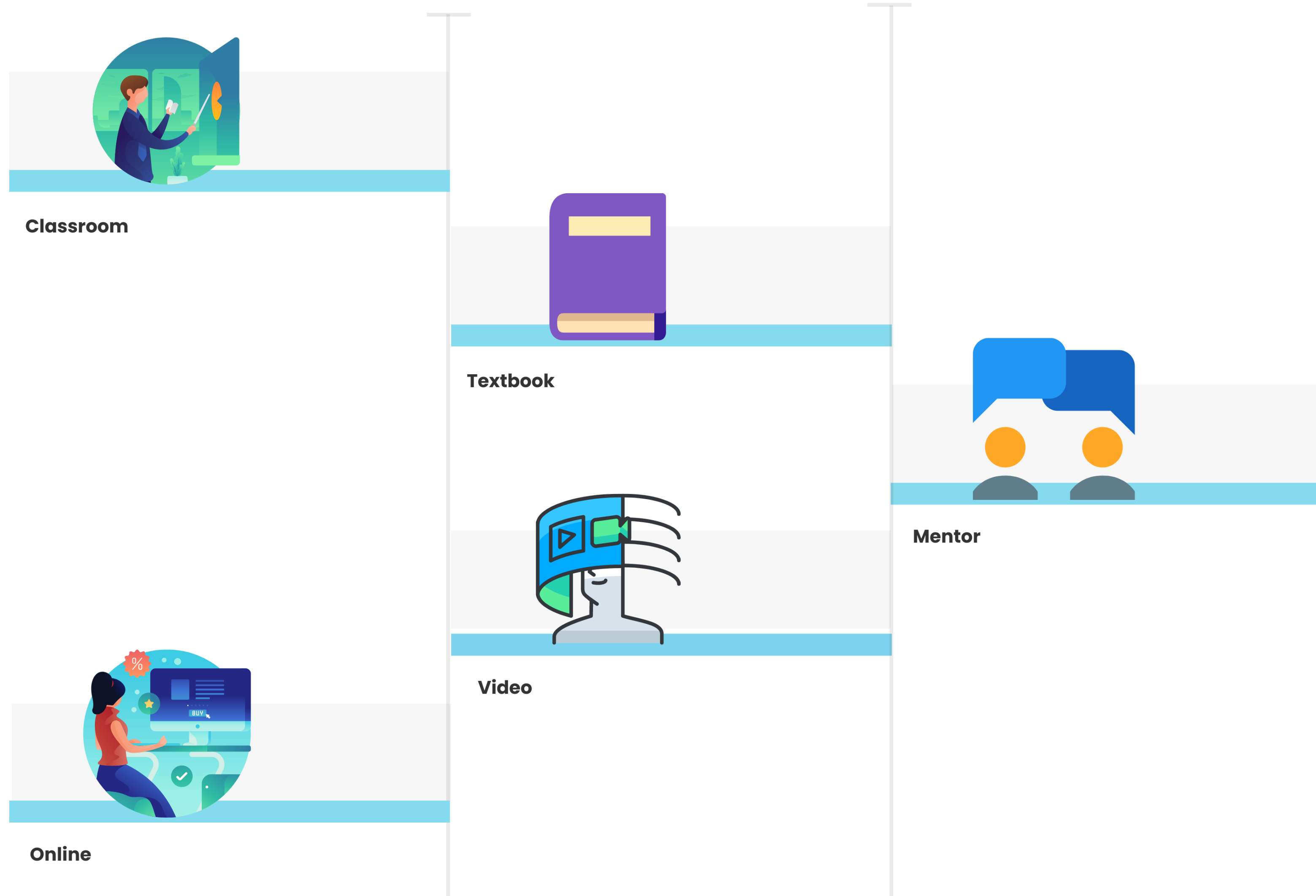
# Benefits

Without a digital adoption solution, digital transformation success will always be out of reach.





# Training Methods





# Mindset Change

“There are three key drivers of transformation: changing consumer demand, changing technology, and changing competition.” <sup>4</sup>



Figure 3. White neon sign. Adapted from "Neon-Signage", by Bertolazzi, I., 2020, retrieved from <https://www.pexels.com/photo/neon-signage-2681319/>.

<sup>4</sup> King, H. (2013, November 21). *What is Digital Transformation*. The Guardian. <https://www.theguardian.com/media-network/media-network-blog/2013/nov/21/digital-transformation>



# Training “Check Boxes”

“The key is knowing how to train your employees to use new digital tools as they were intended and to their fullest extent – so they achieve digital adoption. Without an effective training model, your employees will suffer from software training overload.” <sup>5</sup>



Figure 4. Yes or no checklist. Adapted from “Banking-Business-Checklist-Commerce”, by Pixabay., 2020, retrieved from <https://www.pexels.com/photo/banking-business-checklist-commerce-416322/>.

<sup>5</sup> WalkMe Team. (2018, November 1). *5 Digital Adoption Tips to Reduce Software Training Overload*. WalkMe Blog. <https://blog.walkme.com/5-digital-adoption-tips/?t=21&camp=hub>



# S.O.S.

“Adoption is not just achieved by training users on how to use the new technology, it is achieved by gaining buy-in and commitment.” <sup>6</sup>



Figure 5. Group putting hands in. Adapted from “Photo-of-People\_Holding-Each-Others-Hands”, by fauxels., 2020, retrieved from <https://www.pexels.com/photo/photo-of-people-holding-each-other-s-hands-3184436/>.

<sup>6</sup> Span, S. (2017, July 21). 7 Steps to Successful Technology Adoption. TLNT. <https://www.tlnt.com/7-steps-to-successful-technology-adoption/>



# COVID-19



*Figure 6.* Not today COVID 19 letter sign. Adapted from "Not-Today-COVID19-Sign-on-Wooden-Stool", by cottonbro., 2020, retrieved from <https://www.pexels.com/photo/not-today-covid19-sign-on-wooden-stool-3952231/>.

*Figure 7.* Mona Lisa with face mask, toilet paper, and hand sanitizer. Adapted from "Mona-Lisa-With-Face-Mask", by cottonbro., 2020, retrieved from <https://www.pexels.com/photo/mona-lisa-with-face-mask-3957982/>.



# Two Distinct Adoption Strategies

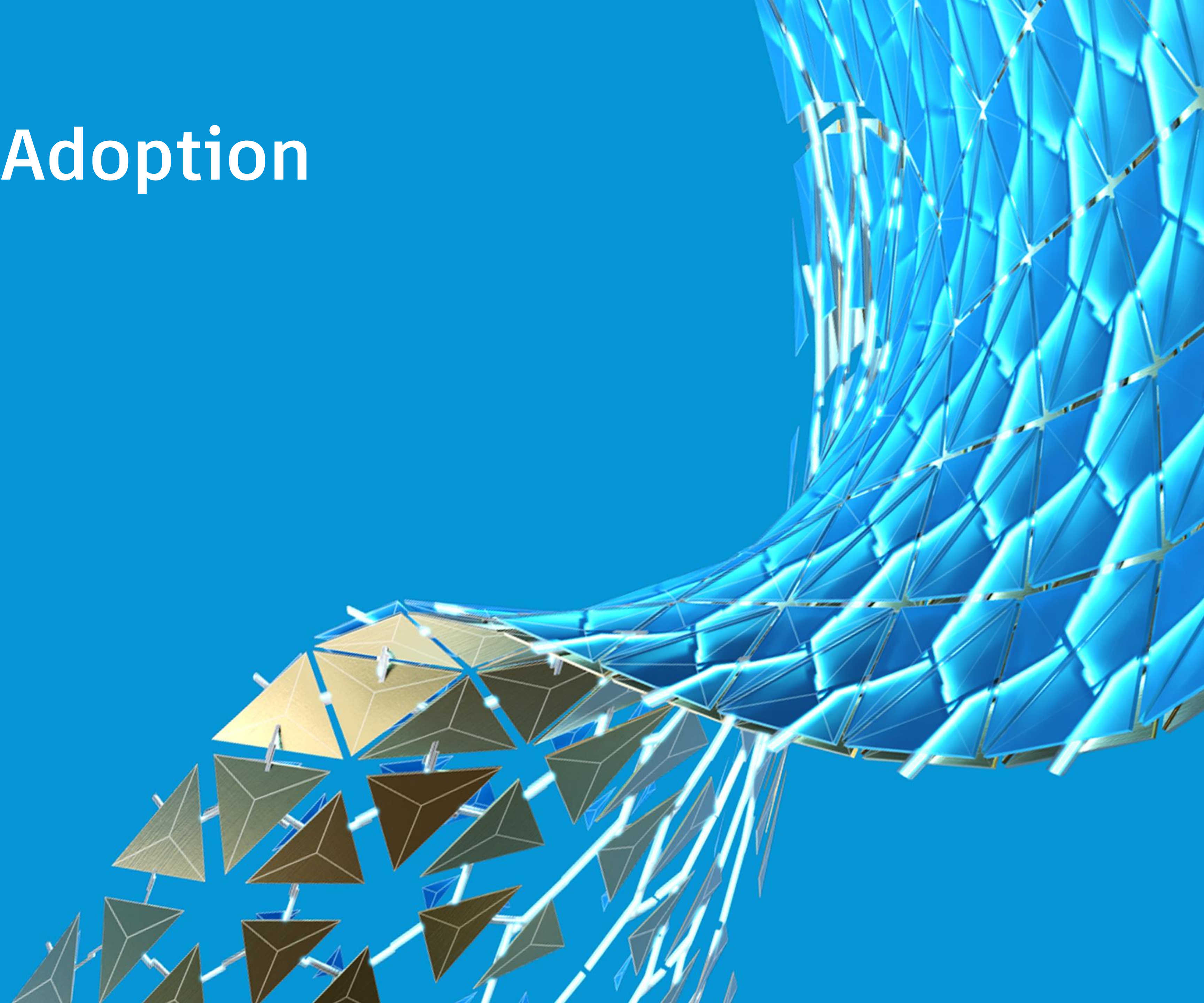






Figure 8. Winding, paved road through forest. Adapted from "Top-View-Photo-of-Curved-Road-Surrounded-by-Trees", by Shuraev, Y., 2020, retrieved from <https://www.pexels.com/photo/top-view-photo-of-curved-road-surrounded-by-trees-1834403/>.

# Implementation Journey





# Recommendations

“Any organization with hopes of growing (or even doing business) in the future must adopt new tools, platforms, and processes to thrive in the ever-changing world of technology.” <sup>7</sup>



Figure 9. Digital, futuristic earth. Adapted from “Technology Vector”, by starline., 2020, retrieved from [https://www.freepik.com/free-vector/futuristic-digital-earth-globalization-background\\_6864939.htm](https://www.freepik.com/free-vector/futuristic-digital-earth-globalization-background_6864939.htm).

<sup>7</sup> Pluralsight. (2017, September 14). *Disrupt or Be Disrupted: ROI of Digital Transformation*. Pluralsight. <https://www.pluralsight.com/blog/career/roi-digital-transformation>



# Learning Objectives

## CHALLENGES

Understand some of the challenges the AEC industry faces around technology adoption and their impact.



## STRATEGY

Evaluate two distinct technology adoption strategies.



## VALUE

Understand the value of training for digital transformation, driving technology adoption.



## APPLICATION

Apply techniques and lessons learned.





*Figure 11.* No likes or comments neon sign. Adapted from “Heart-and-Zero-Neon-Light-Signage”, by Katyal, P., 2020, retrieved from <https://www.pexels.com/photo/heart-and-zero-neon-light-signage-2694434/>.

## Comments or Questions

Please feel free to post any comments or questions you may have in the comment box. We would love to connect with you!





Autodesk and the Autodesk logo are registered trademarks or trademarks of Autodesk, Inc., and/or its subsidiaries and/or affiliates in the USA and/or other countries. All other brand names, product names, or trademarks belong to their respective holders. Autodesk reserves the right to alter product and services offerings, and specifications and pricing at any time without notice, and is not responsible for typographical or graphical errors that may appear in this document.

© 2020 Autodesk. All rights reserved.

