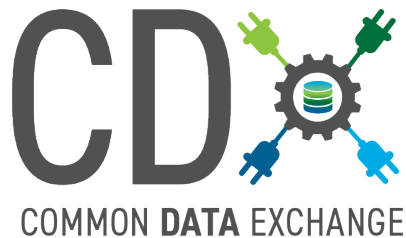


Gamification of Project Delivery Standards



ConstructionProgressCoalition






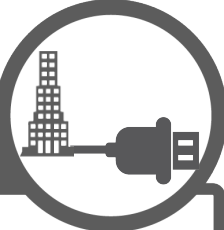

Nathan C. Wood

*Executive Director, Construction Progress Coalition
Chief Enabling Officer, SpectrumAEC*

AGENDA

- ⦿ What are our **#SharedPains** with **Project Delivery Standards**?
- ⦿ How do they impact different **Project Stakeholders**? What's the **incentive** to change?
- ⦿ How might the use of **gamification** improve **digital collaboration** in construction?

Let's Meet Our "Players"



Myles Martin
AIA, M3 Design Group



Alison Hart
Manager, Project Solutions

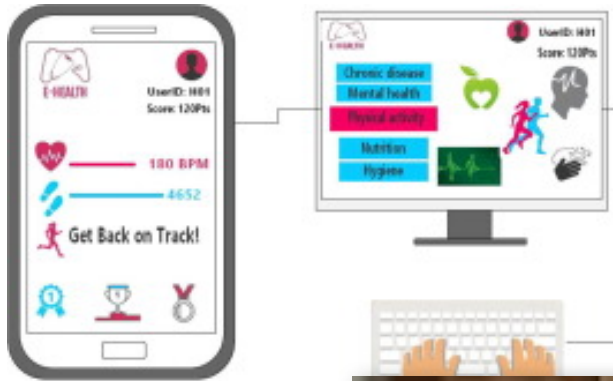


Brett Settles
Dir Customer Success



Dustin Williams
CEO & Founder

Why Gamify?



Google

gamification definition

gam·i·fi·ca·tion
/ˌɡæmɪfəˈkɑːʃən/

noun
noun: gamification

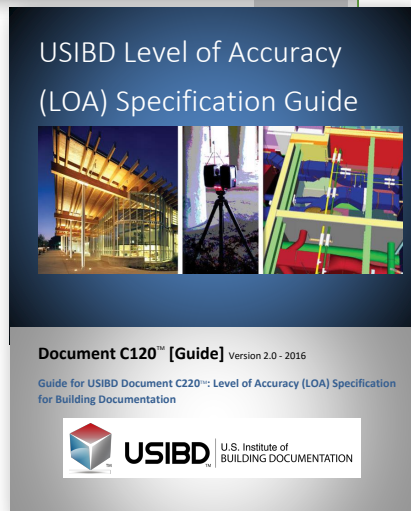
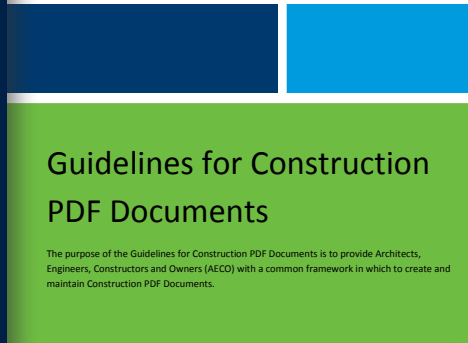
the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.
"gamification is exciting because it promises to make the hard stuff in life fun"

“...it promises to make the hard stuff in life fun”

Allows for creativity while controlling choice

Use over time for: gamification





What is Our “Hard Stuff”?

Standards and Collaboration! [insert 🤔]

The construction supply chain needs improved standardization....but how?

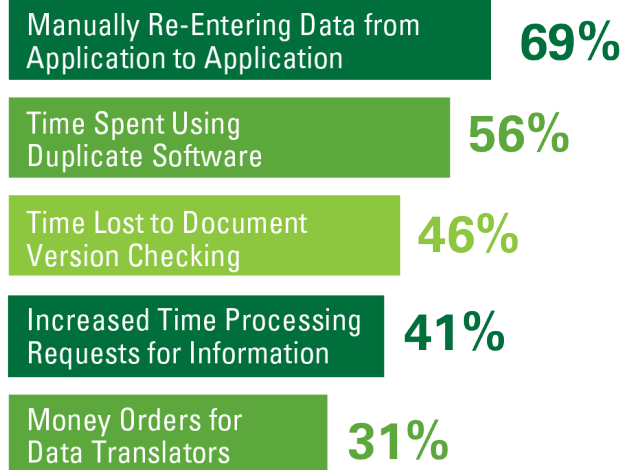
When do these discussion need to occur?

Who leads them? What stakeholders are involved?

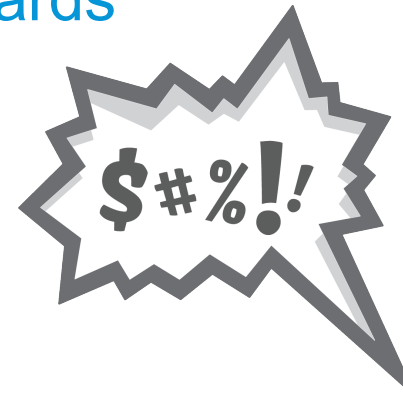
Which standards should be referenced and discussed?

The Impact of NOT Adopting Standards

Drivers of Non-Interoperability Costs

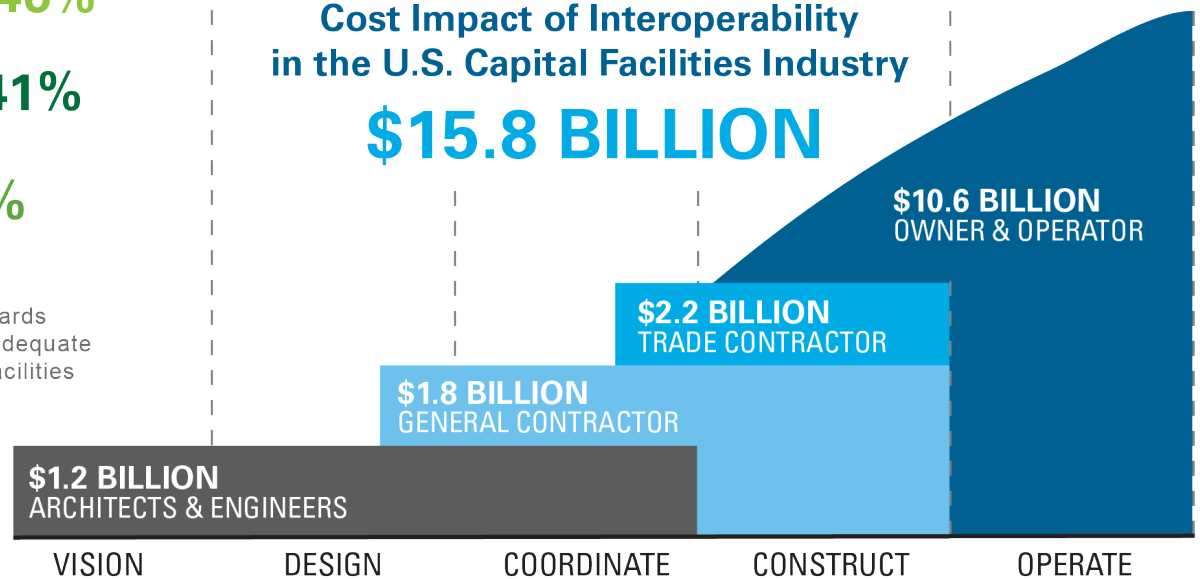


SOURCE: National Institute of Standards and Technology "Cost Analysis of Inadequate Interoperability in the U.S. Capital Facilities Industry", 2004



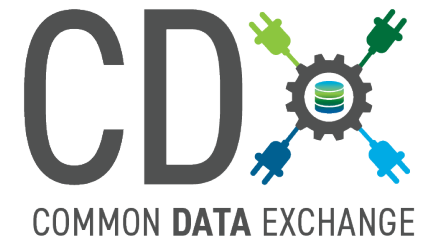
Cost Impact of Interoperability in the U.S. Capital Facilities Industry

\$15.8 BILLION





What is it?



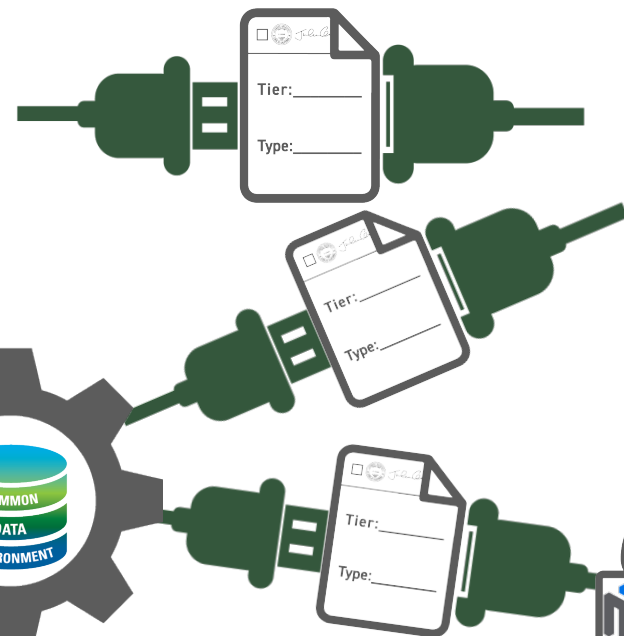
A Framework to Define
Project Data
Interoperability Standards,
Collaboratively!



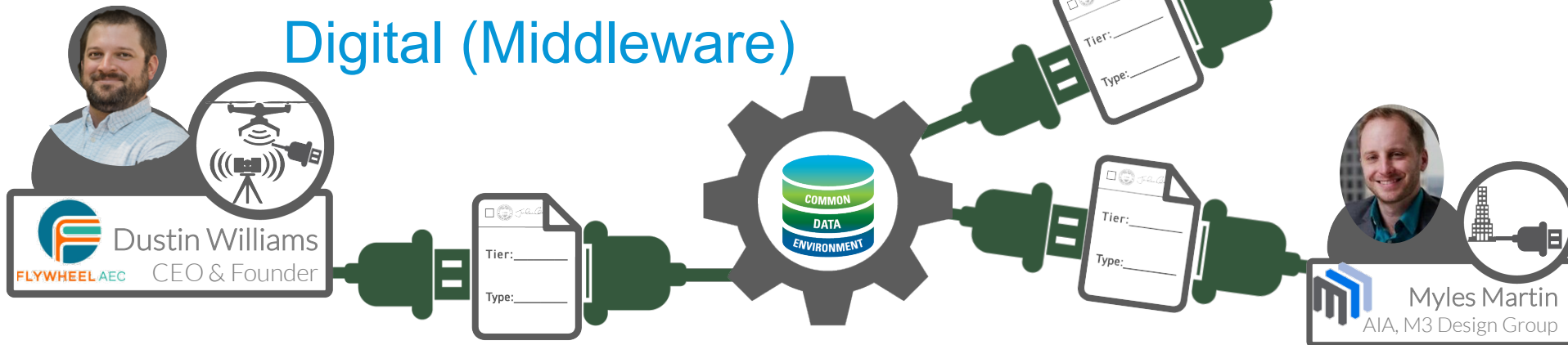
CDX Objective #1: Improving Data Quality



Digital (Direct)



Digital (Middleware)

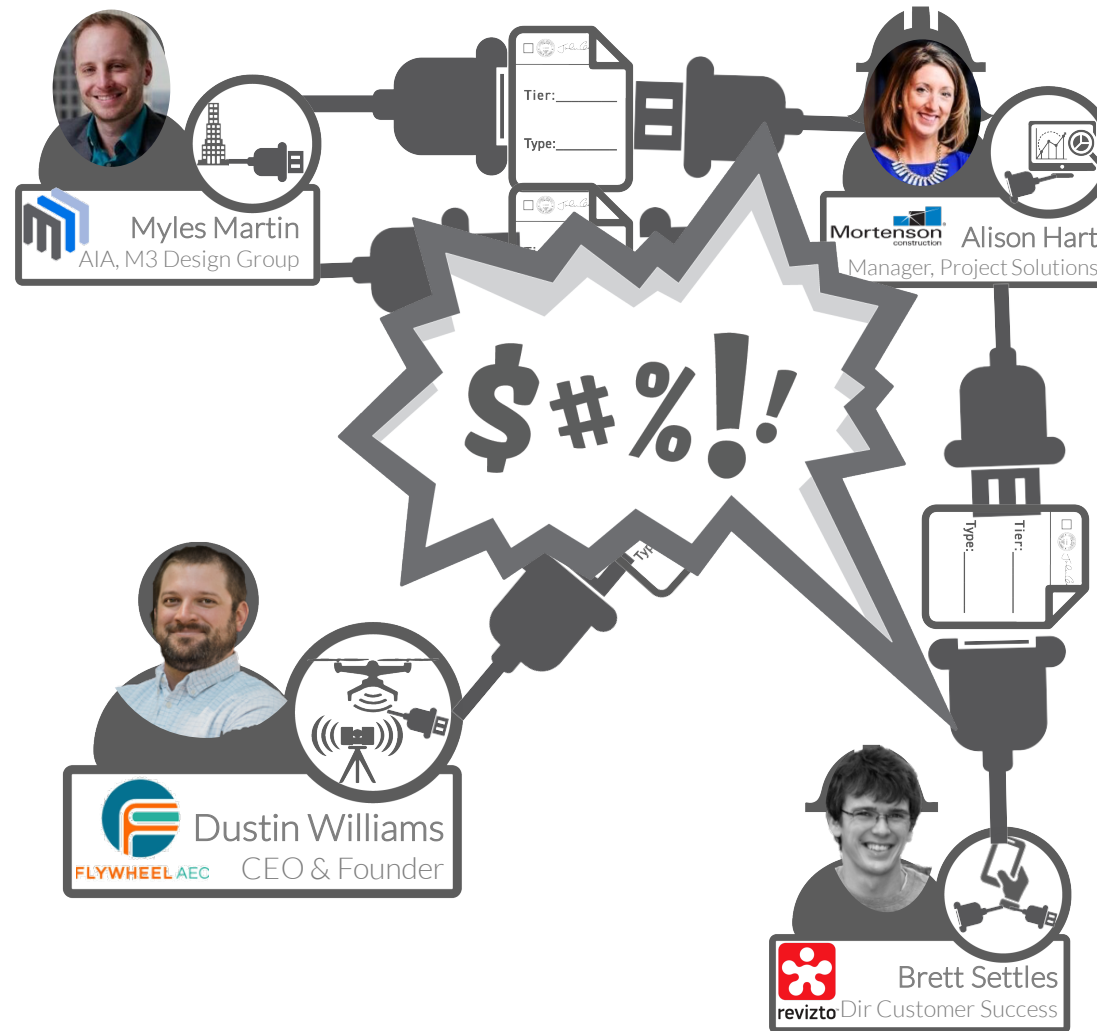


Can there ever be “One Standard”?

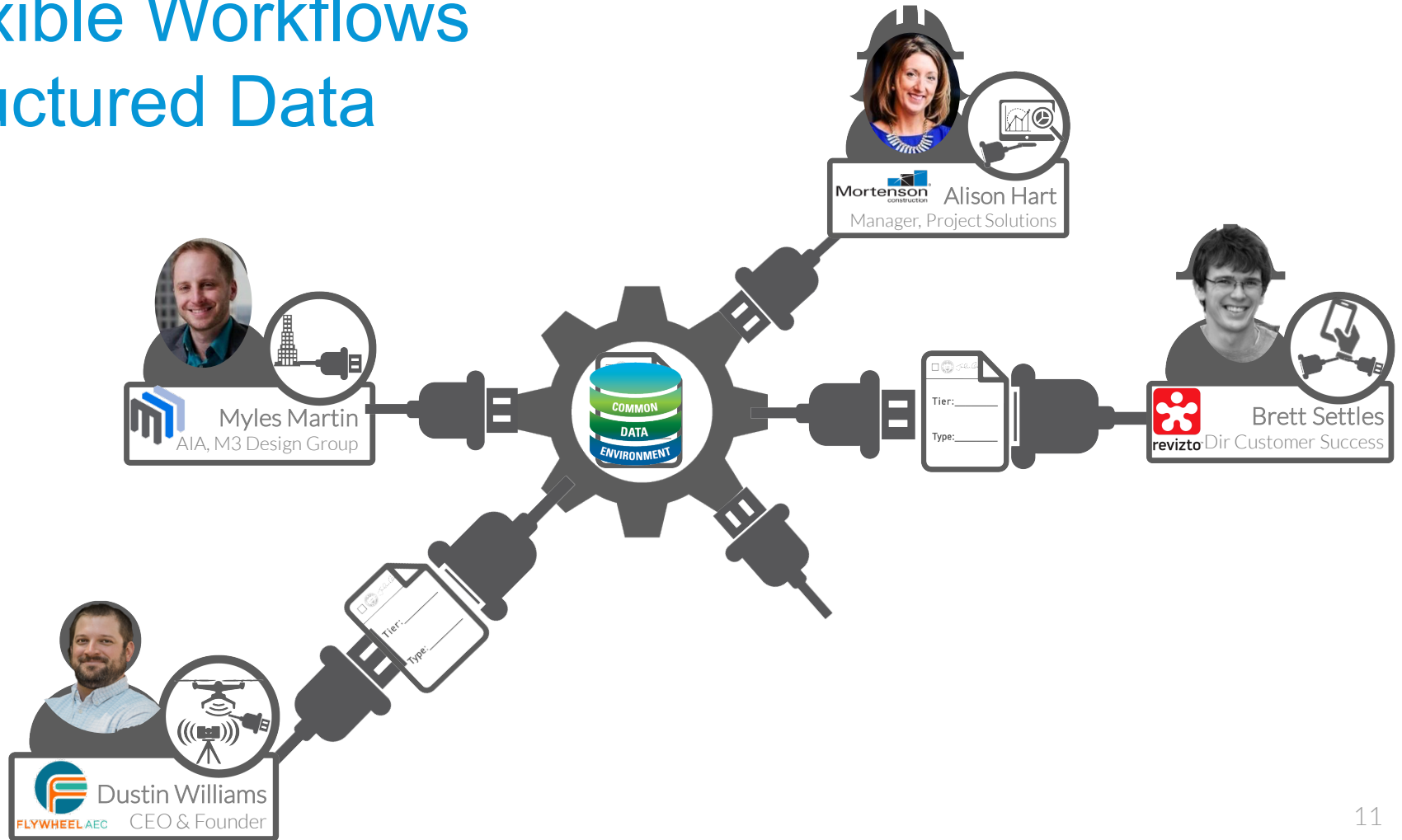


The CDX Objective #2

Improve the Collaboration Process



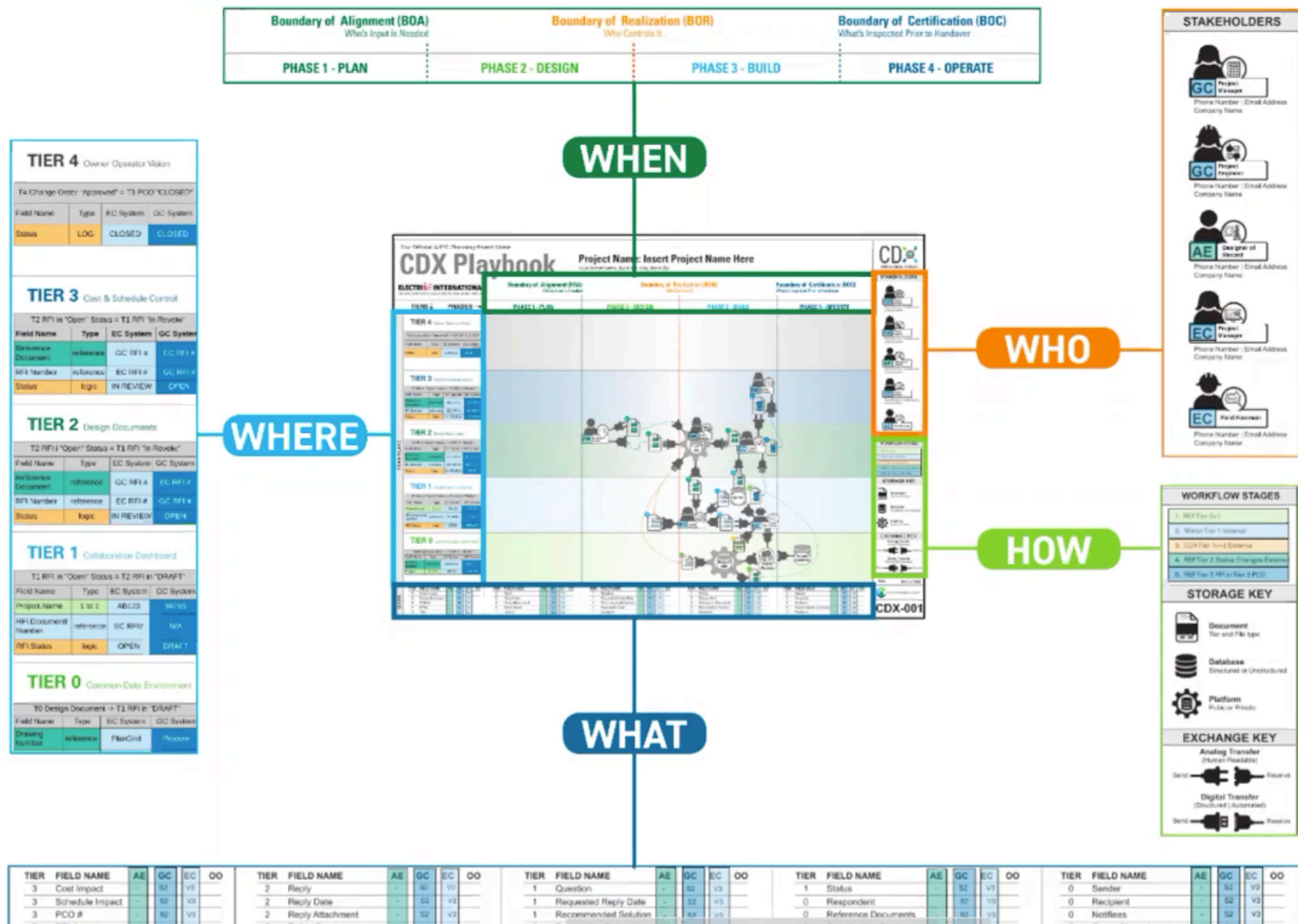
Flexible Workflows Structured Data



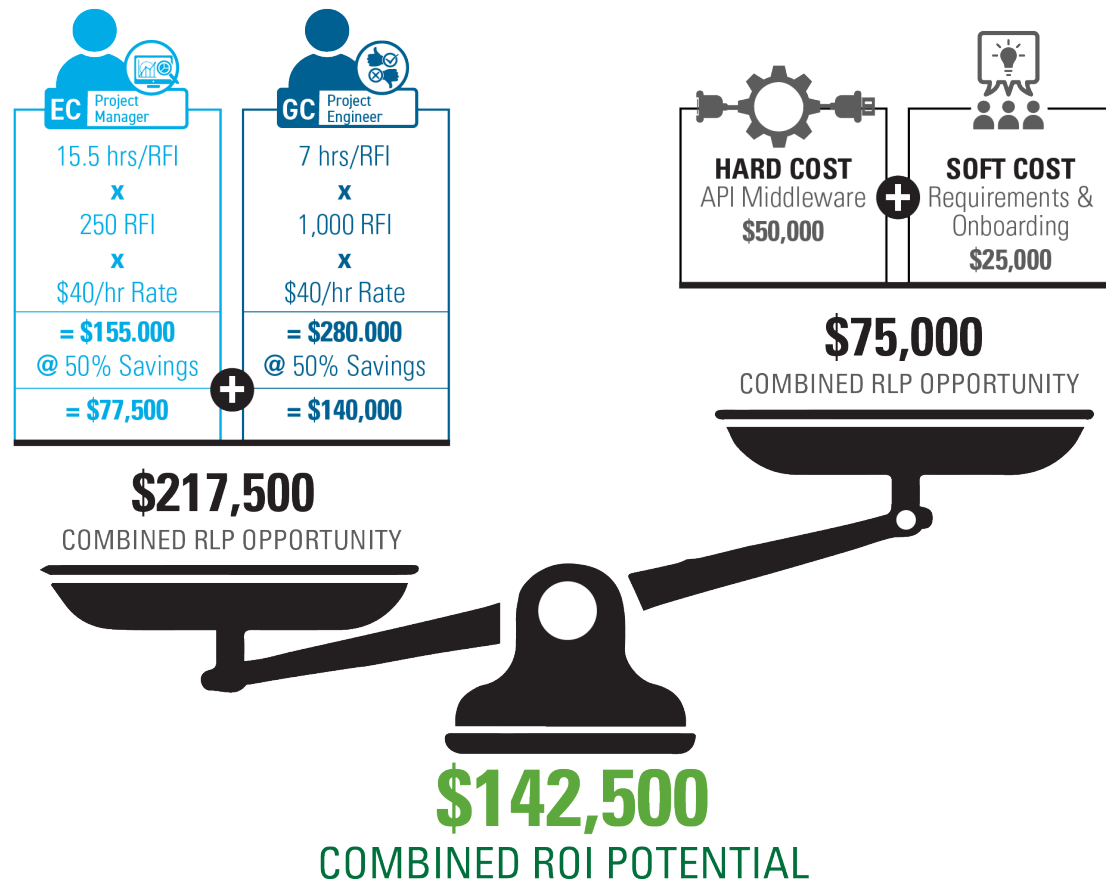
Highly Contextual

Profoundly Universal

The “Rules” of the Game



'Scoring' the Benefits to Obtain Buy-in



Stages of CDX Adoption

DIGEST

'SHARED PAINS' IDENTIFIED

1. Request For Information (RFI)
2. Submittal Review
3. Work in Progress (WIP)
4. Reality Capture to Digital Twin

DEBATE

OBJECTIVES ALIGNED

HOW MIGHT WE [...Shared Pains Solution...] **IN WAYS THAT** [...benefit to individual stakeholder(s)...] **SO THAT** [...holistic benefit to owner, company, or industry...]

DECIDE

CDX PLAYBOOK DEFINED

1. Map current state process
2. Identify opportunities
 - Analog to Digital
 - Linear to Parallel
3. Calculate Savings Potential
4. Get Stakeholder Buy-in

DELIVER

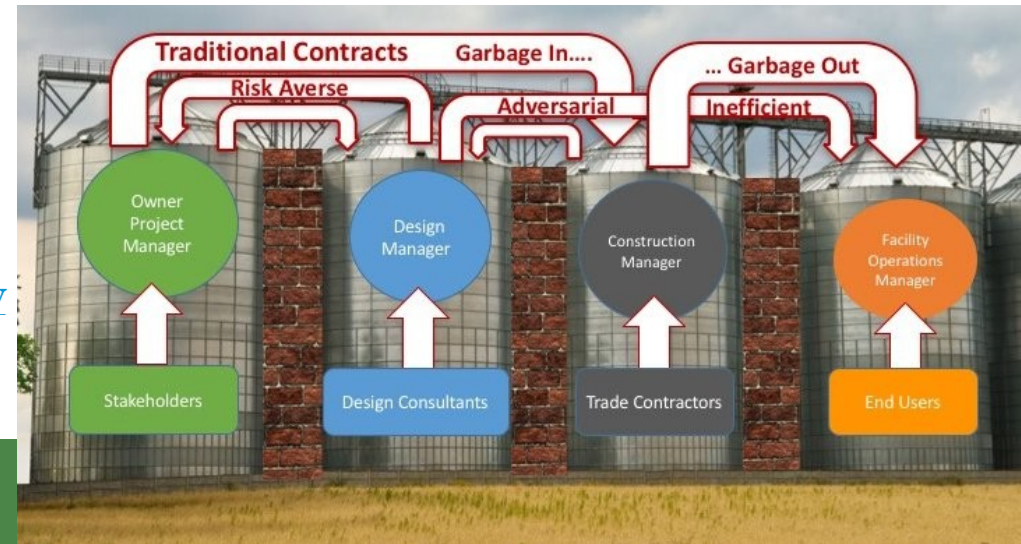
USE CASE DOCUMENTED

1. Submit use case playbooks to communicate lessons learned & best practices
2. Opt-in project data sets for certification or co-competition

The Elephant in the Room

"Virtually everyone in the construction supply chain works on contracts where the incentive is to maximize their gain at the expense of others."

-John Macomber, [Follow the Money](#)



Tell me how you will measure me,
and then I will tell you how I will behave.
If you measure me in an illogical way,
don't complain about illogical behavior.

Eli Goldratt

*What's the Incentive to Change?
Who is in the Driver's Seat?*



ConstructionProgressCoalition

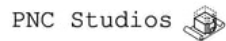
JOIN OUR SUPPORTERS

Help us move one step closer to Seamless Digital Collaboration

AEC INDUSTRY MEMBERS



Rogers-O'Brien
CONSTRUCTION



TECHNOLOGY SOLUTION PROVIDERS



COLLABORATION PARTNERS



Welcome New Members!



ConstructionProgress.org/Membership



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