



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

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Facilitator

- Mirra Lee Maheden
 - Director of MLC Digital Solutions
 - CanBIM Certified Professional
 - An early adopter of AutoCAD, yes on a digitizer.
 - Pioneering 3D for engineering, general contractors, and subcontractors.



Mirra Maheden | CP, MLC Digital Solutions

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Roundtable

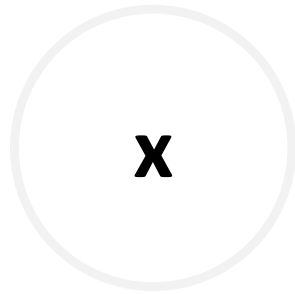
- A mediated discussion to engage attendees. A collaborative experience intended to help solve a challenge or answer a question shared by industry peers in an interactive and participation-based.
- Who are you?



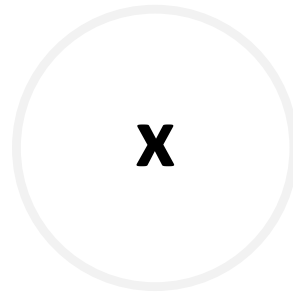
Audience



Architecture



Engineering



Contractor



Multi-Sector

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
- 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



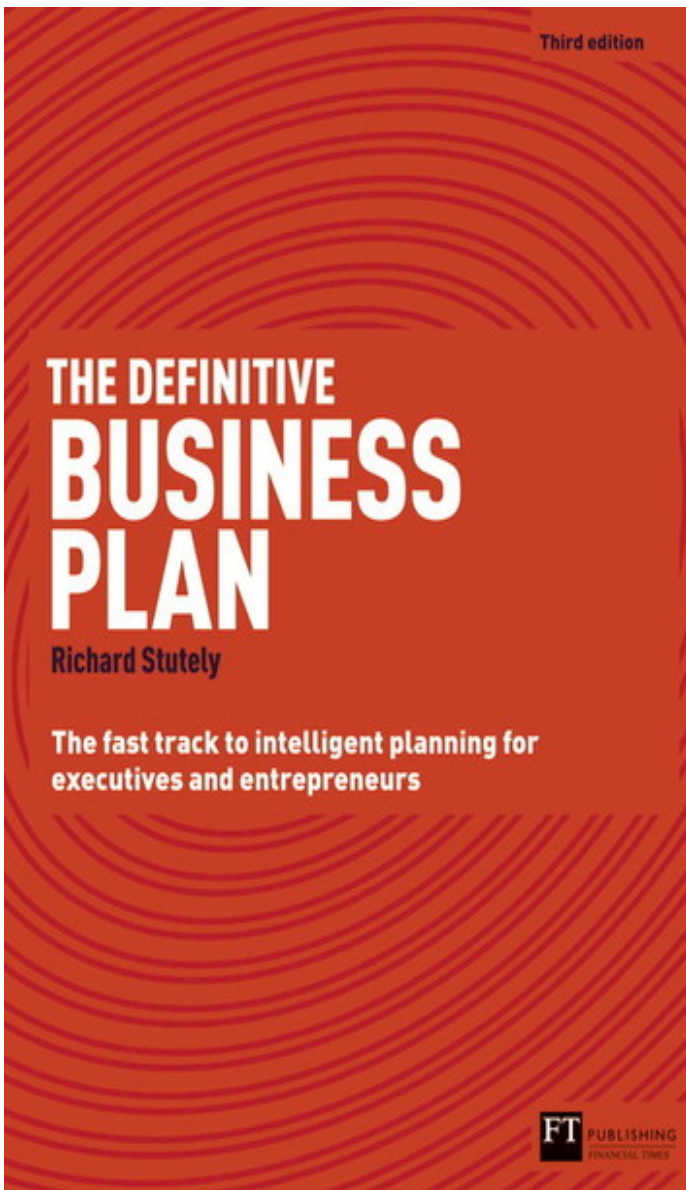
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Leading Players in this Plan

- You
- Your Team
- Your Management
- Your Firm

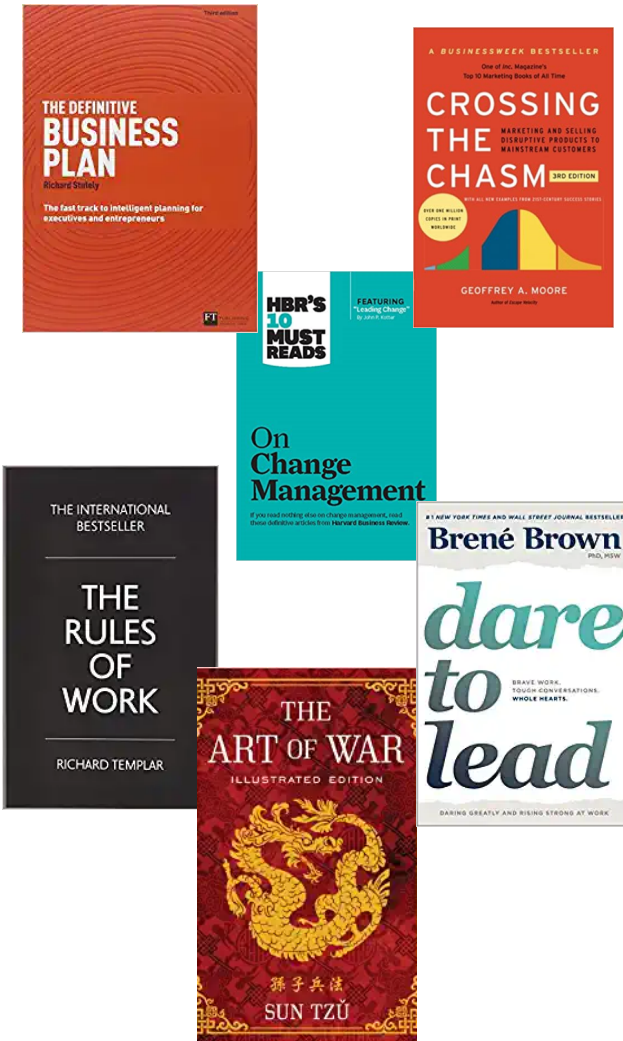


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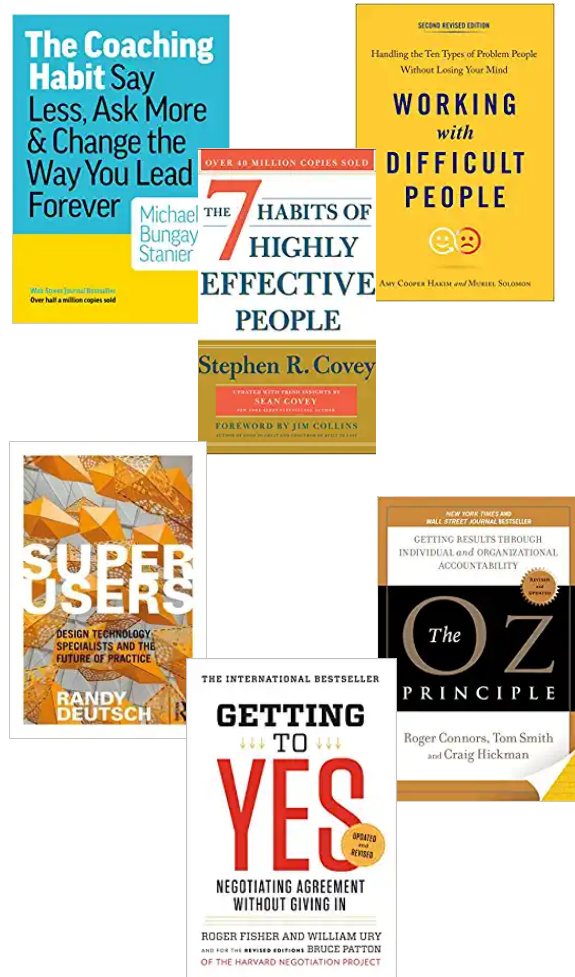
Steps in a Plan

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.



Books!

- The Definitive Business Plan by Richard Stutely
- Change Management HBR
- Crossing Chasm by Geoffrey A. Moore
- The Art of War by Sun-tzu
- The Rules of Work by Richard Templar
- Dare Lead Brave Work Tough Conversations Whole Hearts by Brene Brown



More Books!

- 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

Thank You

PS. Please fill out the survey



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