

On the Road with Dominic Gallelo... The Transition Club

Many architectural firms are at a point where they know they need to change their delivery processes, but they don't know how. The Graphisoft "Transition Club" is all about helping companies to do this.



I continue to meet architects who can only be described as struggling with the thing that great companies do well - change. Metaphorically, they know they are not feeling well, but just can't bring themselves to go to the doctor. Typical symptoms are:

- "We can hardly keep up with the schedule required by the client."
- "Sometimes we really are not sure if we are proposing the best possible design to our clients."
- "Yes, it is crazy that we spend too much time on drawing production and coordination and not enough time on design!"
- "We try to communicate effectively, but waste so much time having to redline shop drawings, because the subcontractors did not understand what we were trying to communicate".
- "We are seeing our profits decline, because we have to spend so much time answering RFIs and changing orders."
- "We spend valuable time trying to ensure that plans match sections and elevations, and we don't always catch all the mistakes."
- "Building owners and construction companies are starting to ask for models instead of drawings, and we are not ready to respond."

The partners and managers in these firms are struggling with how to change the process and switch to an integrated delivery system. Why is change so hard? Several factors can add up to make things difficult. First, there is certainly great fear of the unknown. Every company running on tight margins fears transition downtime and missing project deadlines as a result. The second thing that people are always concerned about is, "What's in it for me?" If the benefits are not crystal clear, there is no reason to start or support a change. And finally, if you study history, you know that revolutions don't just happen; there is always a change agent acting on the need for improvement. Some firms just don't have this change

agent on the staff and this makes it nearly impossible for anything to happen.

The Graphisoft Transition Club is a great cure for firms who are "not feeling so well". Graphisoft and our worldwide network of partners are running these Clubs to help many large and prestigious companies around the world undertake the transition from 2D documentation to integrated design modeling. The benefits can be dramatic... We have done this with virtually no financial risk to these firms. This new process is proven to help these companies win more business, focus on core competencies, quickly evaluate alternate design options, foster collaboration within the office, and improve coordination with outside consultants and contractors. Should your firm have an interest in making the "transition", e-mail me at dgallelo@graphisoft.com.