Beyond the Clash
Social Factors Undermining BIM
10,000,000 Bricks

100,000 +/day

20,000 capacity hoppers

400 capacity rocker cars

Reduced manpower by 18 men
Pencils 1929
The Empire State Building

102 Floors
67,000 Tons
9 months
Tallest East of Mississippi

BIM 2014
The Wilshire Grand

77 Floors
20,000 Tons
25 months
Tallest West of Mississippi
"The point here is that Toyota did not go into a poorly functioning development process and try to fix it using the most sophisticated computer technology. They took a finely tuned development process, based on exceptionally well-trained engineers and excellent technical leadership, and surgically inserted information technologies to enhance it." - *The Toyota Way*, Jeffrey Liker -

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Just make sure they don't clash!

..and don't forget WIPP, SWPPP, BECP, THA's, ICRA, RFI's ePlanroom, Cost Issues, Change Orders, and...

And your timesheets!!!
BIM SUCCESS FACTORS

About half of respondents report at least:
- $ -5% reduction in final construction cost
- +5% acceleration of completion

Over a quarter of respondents report at least:
- +25% improvement in labor productivity

Almost a third of respondents report at least:
- -25% reduction in site labor due to more offsite fabrication

OBSTACLES

Lack of interest and support for BIM
Lack of collaboration on project teams

SUCCESS FACTORS

- Having a BIM Plan
- Applying BIM standards
- Actively leveraging models for project meetings

Dodge Data & Analytics: SMARTMARKET BRIEF: BIM ADVANCEMENTS No. 01, 2015

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SOCIAL FACTORS UNDERMINE SUCCESS

“Low Level of Team Interest/Support for BIM and Low Level of Collaboration among team members are the most dangerous obstacles to BIM success.”

Dodge Data & Analytics: SMARTMARKET BRIEF: BIM ADVANCEMENTS No. 01, 2015
Education

1. Low Level of Collaboration
2. Low Level of Team Interest / Support
3. No BIM Planning

Planning

4. Platform Challenges
5. Lack of Owner BIM Advocacy
6. BIM Not Leveraged during Project Meetings

Experience
Education

2008

Today

#BIMForumED @McCarthyBuild
Education

2008

Big Book of BIM

Today

BIM PE

BIM SUPT.

BIM PM

BIM FE

BIM EST

BIM VP
Simplify and Understand from a Business Case

Support

BIM Alignment

It has to be easy!
Cannot create more work!
Planning
Planning

• Site
• Resources
• Information
Experience

- Owner
- External
- Internal
Process & People