

Mads Søndergaard

BIM

“No error culture”

OCTOBER 2017

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BIM

Do we want a

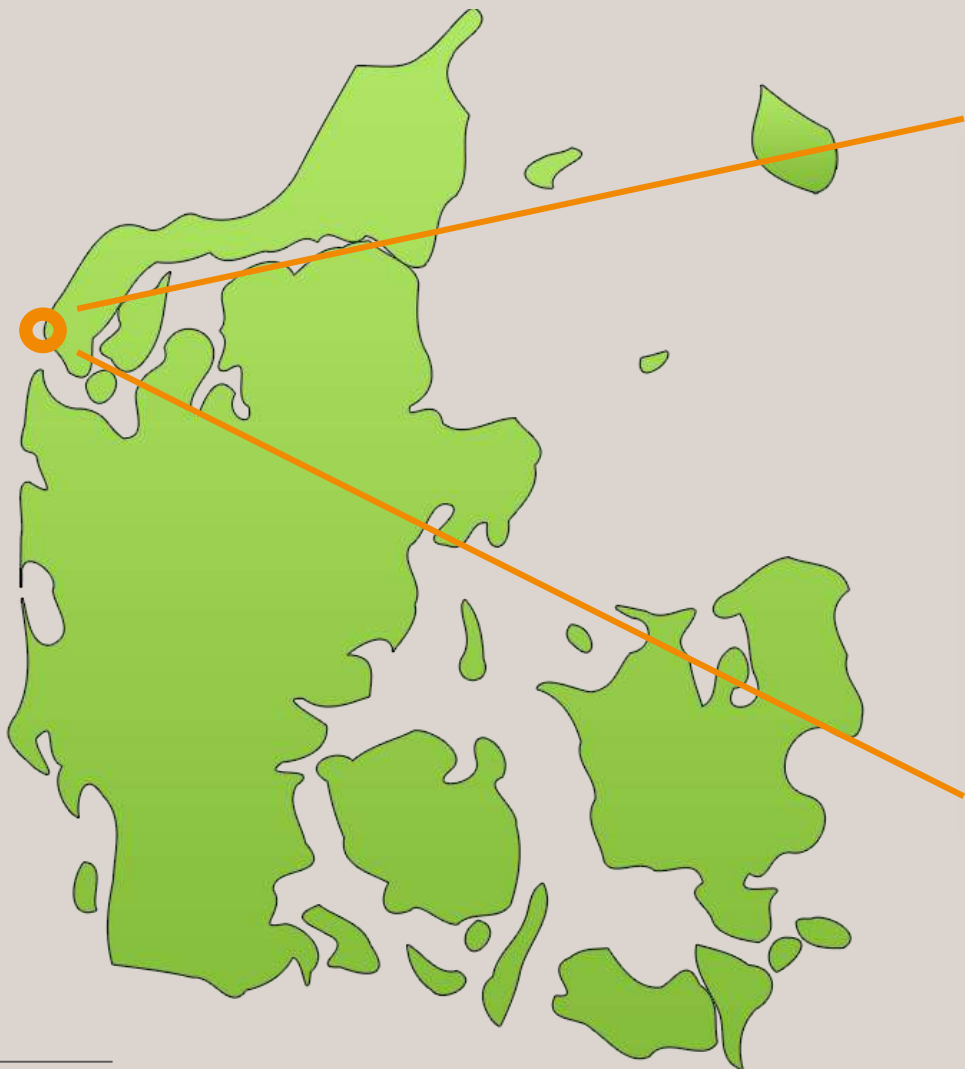
“No error culture” ?

OCTOBER 2017

1970



Agger



Statements

Construction Industry 2015

- Cooperation is lacking ✓
- Struggle to meet the clients expectations in regards to quality ✓
- Struggle to meet the clients expectations in regards to cost estimating ✓
- The productivity is falling

We, as an industry, are making projects up to

15% to expensive



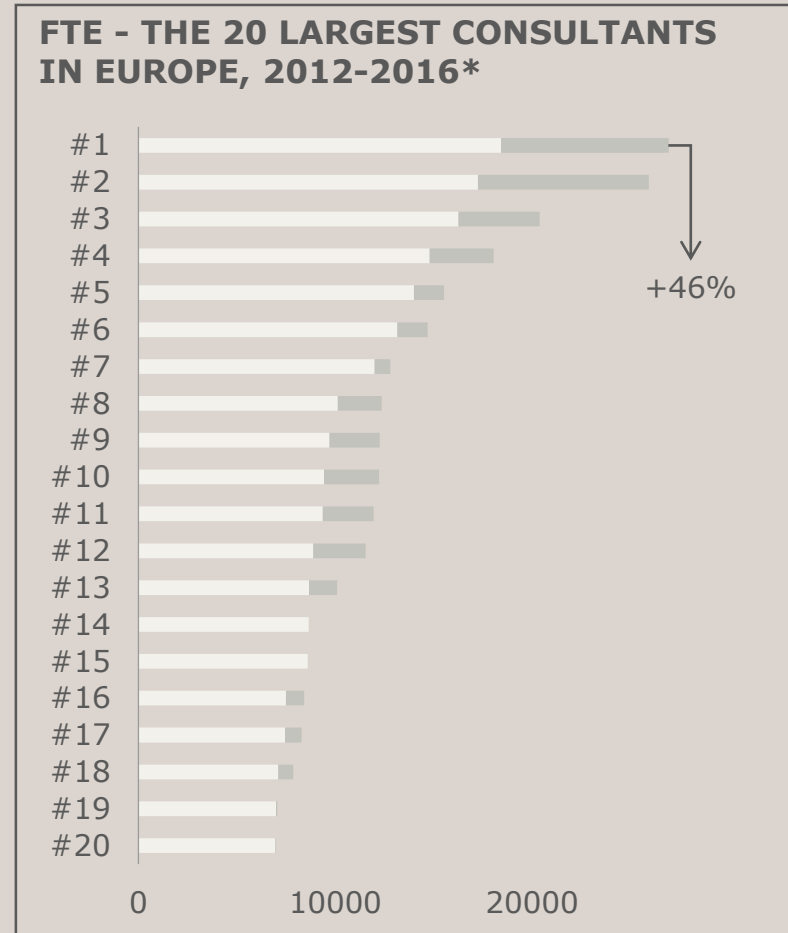
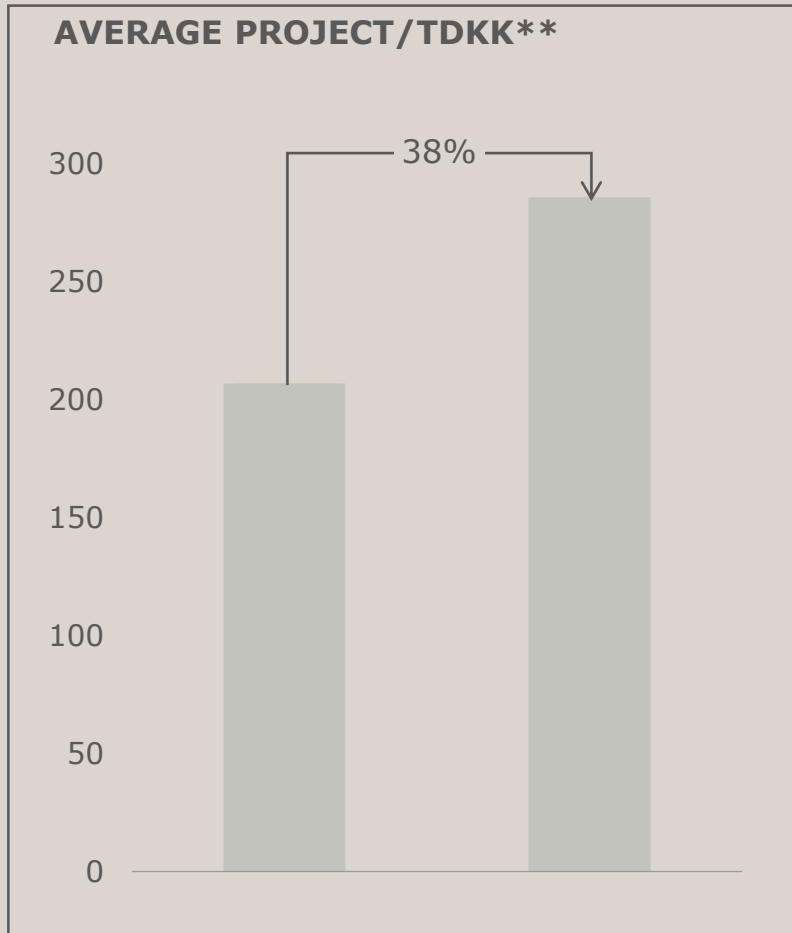
WRONG !



More complex construction



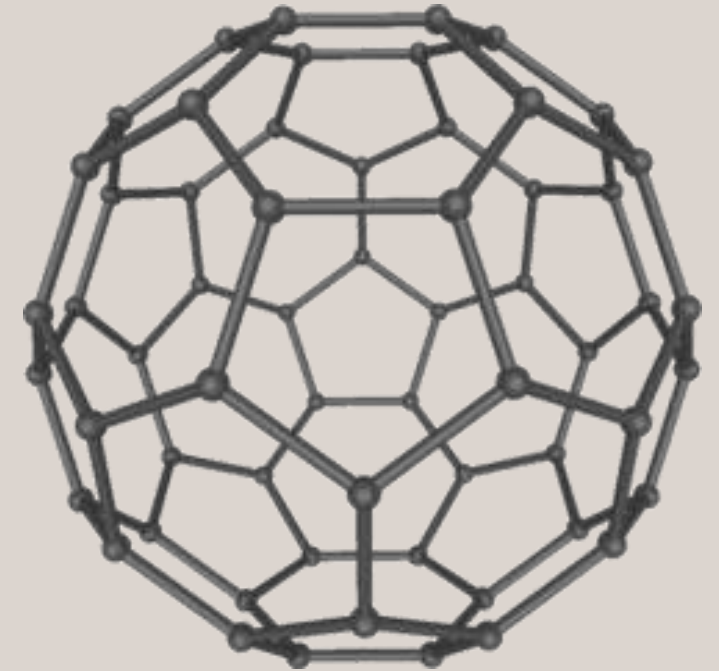
Projects and Consulting firms ... are getting even bigger



*) Sector Review, STD; **) Brancheundersøgelse, FRI

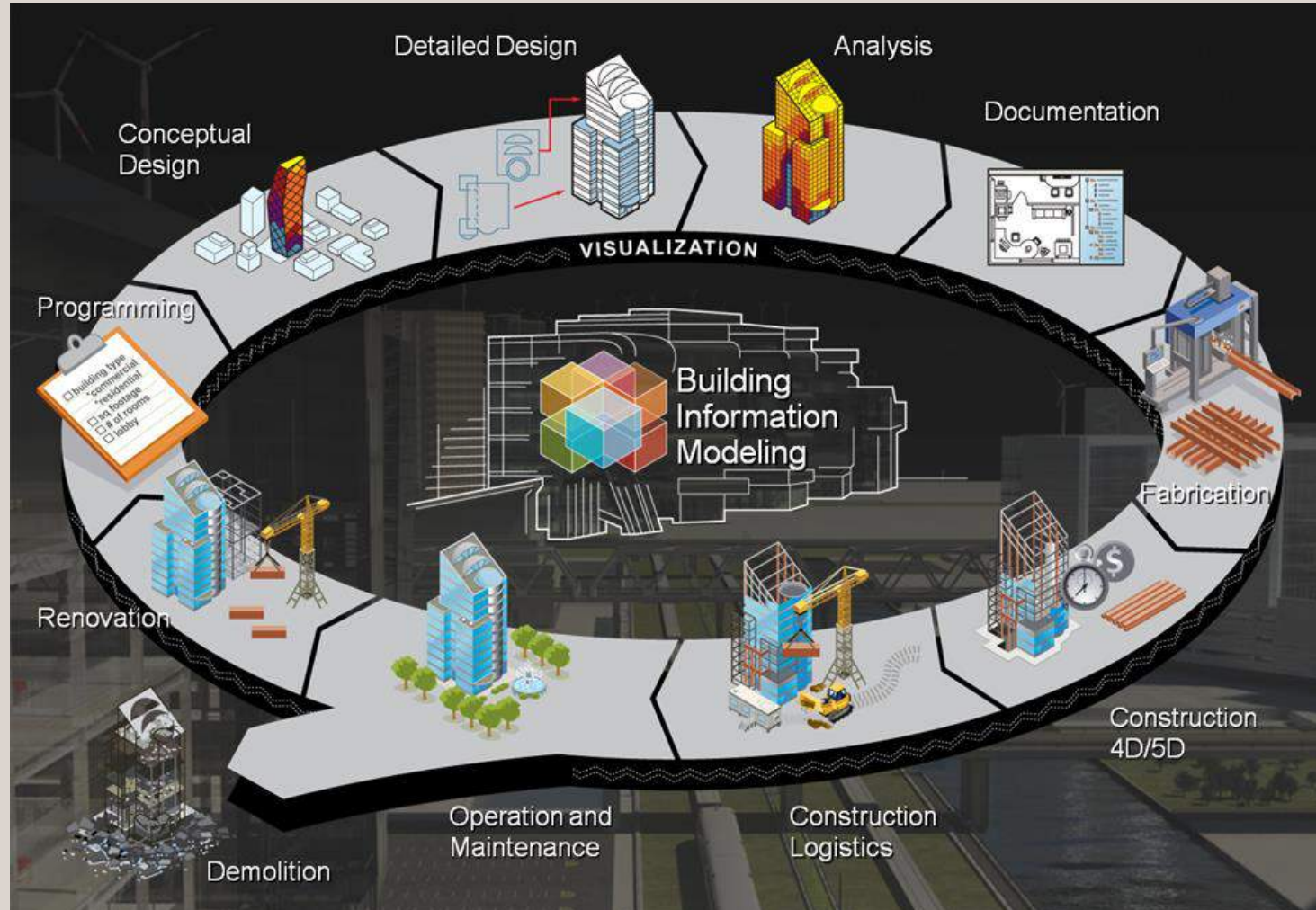
Fragmented Industry

Value chain



Value structure

Solutions - Technology



**OPEN AND SHARED
PLATFORMS**

Solutions - Technology

MENDING THE GENERATION GAP

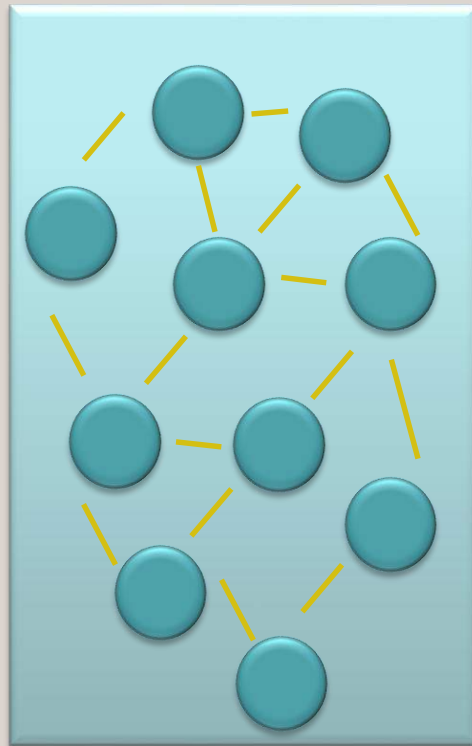


Digital immigrant

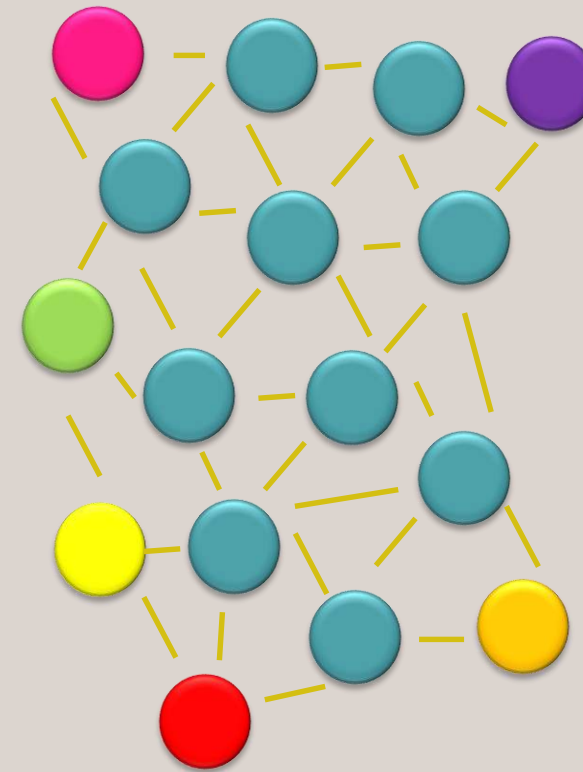
Digital native

Solutions - Mindset

Family-mindset



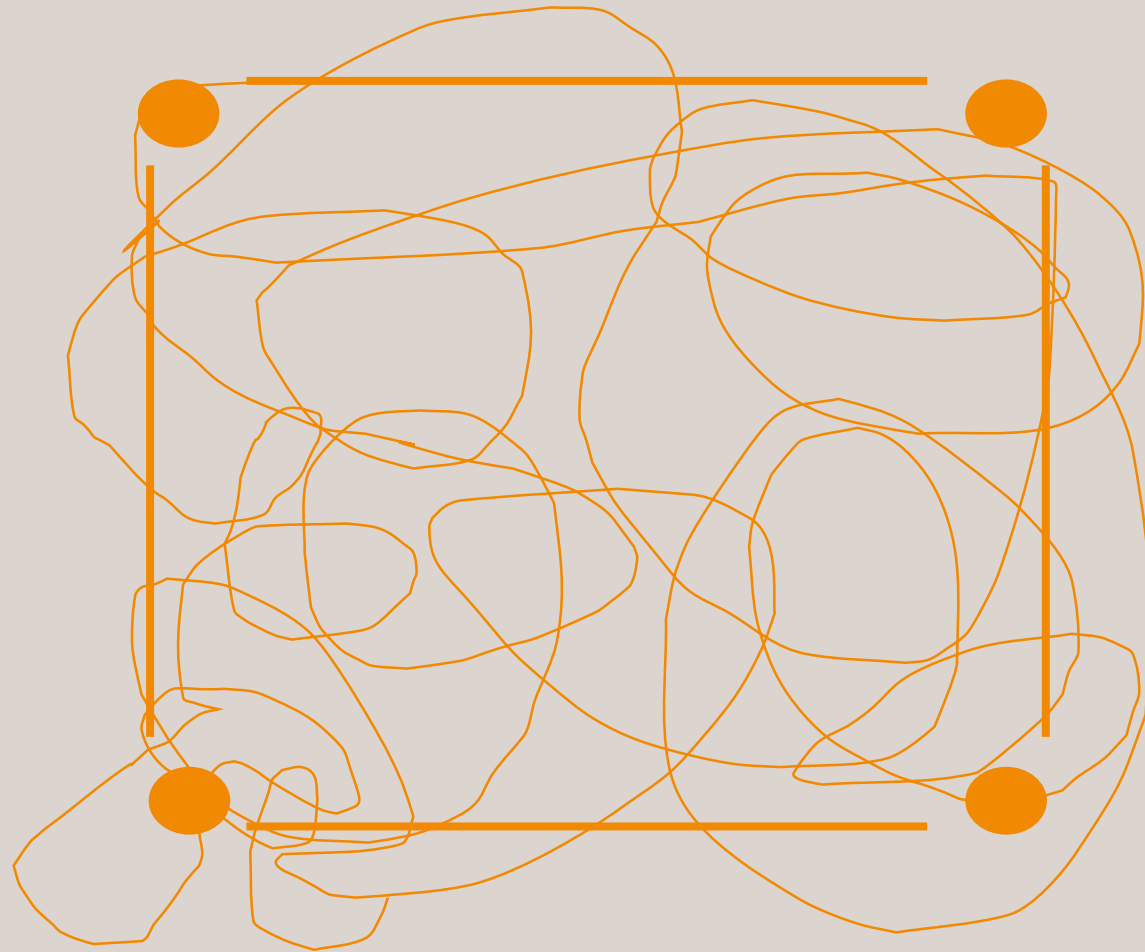
Network-mindset



Solutions - Management

**Business is about
Clear structure...**

**...and making
Room for autonomy**



Do we want a
“No error culture” ?

No error culture

Statement from contractor

“With the help of BIM - 20.000 errors found in a building deamed ready for construction”

No error culture

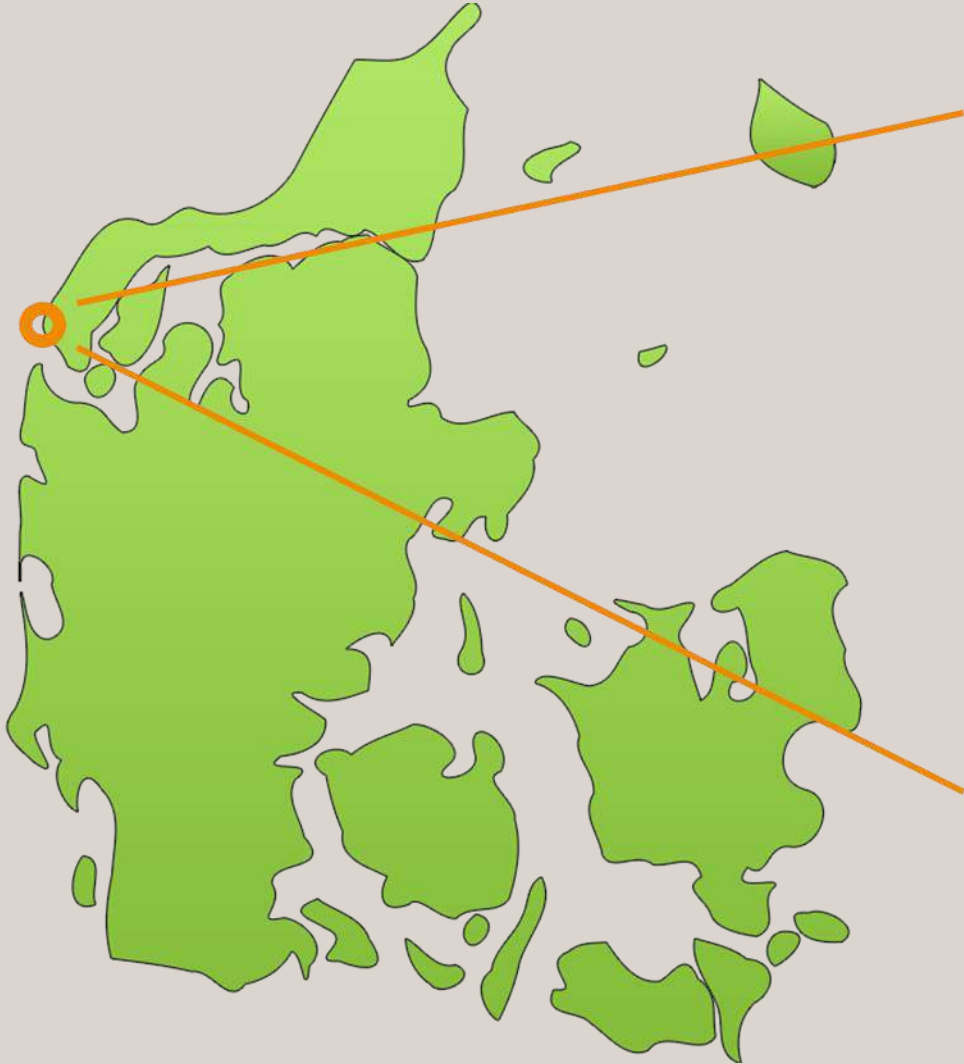
We aim for

Fewest possible crucial errors in the projects
No blame culture

and...

Developing new technologies together cross companies
Acceptance of failure is an option when innovating
Helping and taking care for each other

Back to Agger



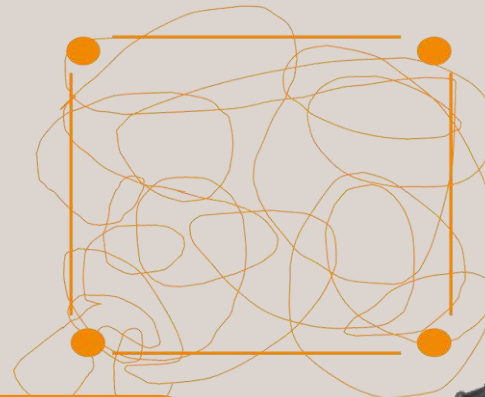
Abstract

**No blame
culture**

A showdown with
"No error culture"



**Management
- Let go!**



**Open mindset &
open platforms**

