

GET STARTED WITH BUILDING INFORMATION MODELING

10 PHASES TO A SUCCESSFUL BIM IMPLEMENTATION STRATEGY

e-book edition

www.buildingthedigital.com

Are you considering introducing a BIM implementation strategy? Are you thinking about making the switch from traditional ways of working?

A good starting point is to understand that it's not so much about the technology as much about the change management.

**it's not so much
about the technology
as much about the
change management.**

Building Information modeling is taking over design and construction projects all over the world. Now more than ever, public and private clients are more eager to hire BIM-ready teams. The reason is that they recognise the advantages in productivity and cost-savings through all phases.

Architecture practices, that have already adopted BIM in their design workflows are positioned well above the competition and it's easy to understand why: **BIM process throughout the entire workflow fosters collaboration and coordination. At the same time, it provides a virtual environment for the teams to explore all aspects of the design before the actual construction begins.**



THE PRE-BIM: MAKING YOUR RESEARCH

PHASE 01

GET BIM EDUCATED:

Before you dive into a BIM implementation strategy, it's important to make sure that the whole team understands the fundamental principles of Building Information Modeling as well as the process of transitioning to new ways of working and collaborating.

PHASE 02

BE AWARE OF THE INVESTMENT (AND THAT IT'S WORTH IT):

You will need to consider that during the BIM transition period, there will be a cost involved in upgrading hardware and purchasing the right software. There will be an investment for training the team in working with new technologies while introducing new processes.



GETTING STARTED: DEVELOPING THE STRATEGY

PHASE 03

MAKE A BUSINESS CASE FOR BIM:

Identify the reasons behind BIM adoption, in the context of where you are now and where you want to go. In addition, you will need to justify the investment and define a BIM implementation budget. Ultimately, ensure that the BIM vision aligns with the company's mission and goals.

PHASE 04

DEVELOP YOUR BIM IMPLEMENTATION STRATEGY:

Set up a chronological program of change that will guide you through a process for the BIM implementation strategy. This is a comprehensive roadmap with targets and ways to realise them.



TAKING ACTION: IN-HOUSE TRAINING & COLLABORATION

PHASE 05

EXECUTE THE BIM IMPLEMENTATION PLAN

With a clear strategy about what you are hoping to achieve you can start taking action. Focus on each stage of transition, evaluate the process, and consistently get feedback from the team.

PHASE 06

INVOLVE THE TEAM IN A PILOT PROJECT AND HIRE BIM CHAMPIONS

It is a good practice to pick a pilot project and have the team learn during the process of completing it. During this process, the company can start developing standards and document BIM processes. A smart move would be to hire BIM champions that will support the team during and after training.

PHASE 07

COLLABORATE WITH OTHER DISCIPLINES

By this phase, the team will become more comfortable working with the new technologies and workflows. It is time to work with other disciplines, share information and collaborate through a unified smart model. At this stage, all designers will recognise the benefits of working with BIM.



GROW WITH BIM: WIN MORE WORK & DEVELOP YOUR SKILLS

PHASE 08

COMMUNICATE THE BUSINESS VALUE OF BIM

It's important to educate your clients about your company's BIM capabilities and the high benefit to them. The rich-data model can give clients great value, especially for facility management purposes.

PHASE 09

USE BIM AS A MARKETING TOOL

When bidding or negotiating for new projects, BIM skills are a competitive advantage. BIM experience will help you secure more business, especially when the client understands the value of it. Your company can be considered a forward-thinking organisation that keeps up with technological advancements.

PHASE 10

ESTABLISH A CONTINUOUS DEVELOPMENT

Implementing BIM and changing your business management system is a journey of continuous development, an ongoing process. The BIM strategy needs to be evaluated annually (or more often) to find progress, problems, and opportunities for improvement.

GET STARTED WITH BIM

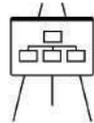
by **building**
the digital



10 PHASES TO A SUCCESSFUL BIM IMPLEMEN- TATION STRATEGY

PRE-BIM: MAKING YOUR RESEARCH

PHASE
01



THE EDUCATION

Make sure that the whole team understands the fundamental principles of Building Information Modeling as well as the process of transitioning to new ways of working and collaborating.

PHASE
02



THE INVESTMENT

There will be a cost involved for upgrading hardware and purchasing the right software. There will be an investment for training the team in working with new technologies while introducing new processes.

GETTING STARTED: DEVELOPING THE STRATEGY

PHASE
03



BUSINESS CASE

Identify the reasons behind BIM adoption. Justify the investment and define a BIM implementation budget. Ultimately, ensure that the BIM vision aligns with the company's mission and goals.

PHASE
04



THE STRATEGY

Set up a chronological program of change that will guide you through a process for the BIM implementation strategy. This is a comprehensive roadmap with targets and ways to realise them.

TAKING ACTION : IN-HOUSE TRAINING & COLLABORATION WITH OTHERS

PHASE
05



IMPLEMENTATION

With a clear strategy about what you are hoping to achieve you can now start taking action. Focus on each stage of transition, evaluate the process, and consistently get feedback from the team.

PHASE
06



PILOT PROJECT

Pick a pilot project and have the team learn during the process of completing it. A smart move would be to hire BIM champions that will support the team during and after training.

PHASE
07



COLLABORATION

It is time to work with other disciplines, share information and collaborate through a unified smart model. At this stage, all designers will recognise the benefits of working with BIM.

PHASE
08



THE BIM VALUE

Educate your clients about your company's BIM capabilities and the high benefit to them. The rich data model can give clients great value especially for facilities management purposes.

PHASE
09



MARKETING

When bidding or negotiating for new projects, BIM skills are a competitive advantage. BIM experience will help you secure more business, especially when the client understands the value of it.

PHASE
10



DEVELOPMENT

Implementing BIM is a journey of continuous development, an ongoing process. The BIM strategy needs to be evaluated annually (or more often) to find progress, problems and opportunities for improvement.

GROW WITH BIM & UTILIZE IT TO WIN MORE WORK

The above steps are suggestions and recommendations for a BIM implementation strategy. It is also important to consider the following:

- **How will BIM impact the design fees?**
- **How will you integrate BIM into building contracts?**
- **What is the best way to realise change through new policies, procedures, and protocols?**

Visit the website for future blog posts where we'll go into more detail about each BIM implementation phase.

Please feel free to contact us for any comments you have regarding this article, or if you want to make a suggestion about future articles like this one.

You can contact building the digital at:
www.buildingthedigital.com/contact/
or
send an email to
theodora@buildingthedigital.com

THANK YOU FOR READING
FOR MORE PLEASE VISIT

WWW.BUILDINGTHEDIGITAL.COM