

Managing your Design Consultants for Success

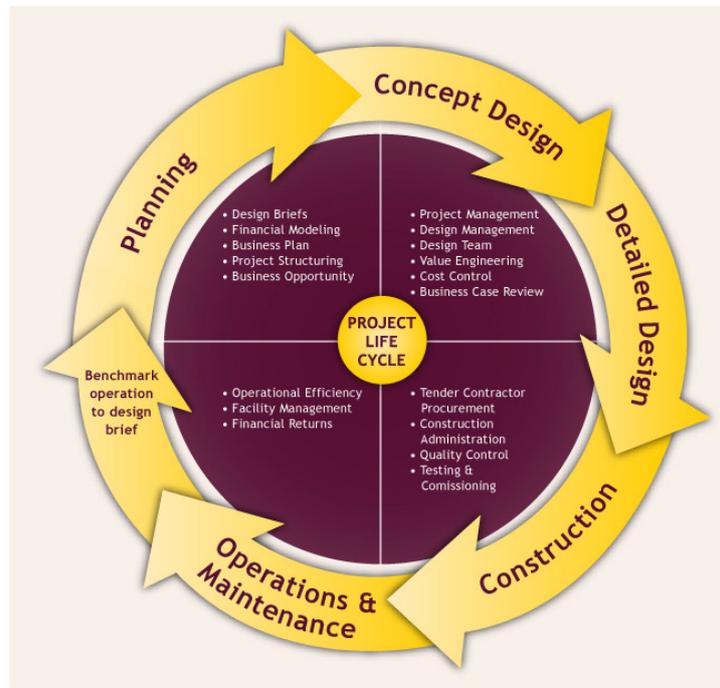


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This brief article outlines the benefits a Design Manager, working directly in the interests of the Owner or Developer, can bring to their building project. The Design Management role is considered in this article in the context of an in-house or consultant Owner or Developer side Design Manager and is also on the basis of a fully documented Design and Construct only contract.

Are you having Problems Managing your Design Consultants?

Design Management seeks to establish project management practices that are primarily focused on enhancing the design process. For Building projects the successful implementation of Design Management throughout the entire Project Life Cycle can represent the difference between the success and failure of a building project.



Owners and Developers can achieve superior outcomes and success with their Building projects if they can ensure that the Design is effectively managed such that their requirements are fully incorporated into the design and that the design process yields the required outcomes in terms of Quality, Timing, Cost and Value.

The conventional approach to the management of the design is through the project management process whereby the Design Management is simply considered as a component of the project management process, with design project managed in terms delivery to a programme schedule and cost plan. The management of the design itself is generally left to the design team with the lead consultant, typically the architect, taking control of the design coordination process.

The design of a building is in fact such a critical component of the overall project management process that it needs dedicated Design Management to achieve the best results for Owners and Developers. This Design Management needs to be implemented from the start of the Project Life Cycle and then throughout all the critical stages of the Design process.

The Design Management overall responsibility should rest within the Owner or Developer's Project Management team and not the Design team itself. The Design team will need to manage its own in-house design from technical perspective and undertake coordination as required however all under the careful supervision of the Owner or Developer's Design Manager.

The Owner or Developer's Design Manager should have a diverse range of skills to manage the Design Process, these include:

- Diversity of business and creative experience, the will, and the people skills to make things happen
- Ability to nurture good ideas and deliver them in a way that makes sense
- Ability to be a diplomat, peacemaker and planner
- Having a hands on approach, educating by example by delivering what other can't
- Being able to manage the design strategy on behalf of the Owner or Developer
- Ability to explore a wide range of design disciplines
- Synergising all the required design disciplines
- Being aware how to conduct a design project and work with designers
- Ability to facilitate the design process, enhance quality and quantity of original ideas to fight for the ideas to be implemented
- Being a builder of trust and maintaining trust



Superior Outcomes from the Design Process Can be Achieved

The above methodology represents a successful approach to achieving a successful outcome for your building project. This methodology has been applied successfully to numerous building projects undertaken by the author.

The key to making the above methodology work is having the right Design Manager with the ability to concentrate on managing the design process with nothing but the best interest of the client in mind and working directly for the Owner or Developer.

For more information on what specialist Design Management can do for your building project contact Paul Sancandi at paul.sancandi@infrasolgroup.com.au or visit the InfraSol Group website www.infrasolgroup.com.au.