


Managing Design for Success
Forum 2013

Value Management and Value
Engineering in the Design Process
Discussion Panel

Introduction
Value and Value for Money



Dr Roy Barton, Principal Consultant, ACVM

These two notes are not the same!



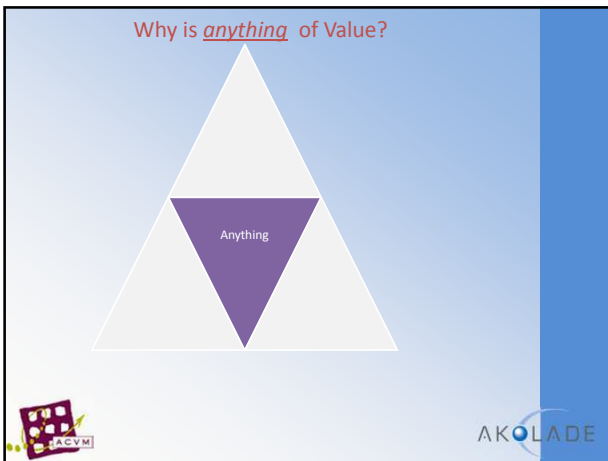
"\$20 earned by a young man for filling a large plastic bin with oranges is different to the \$20 he received on welfare back home."

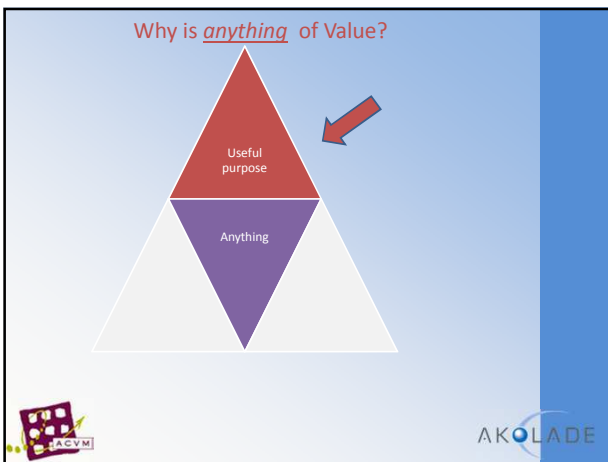
Noel Pearson, 2007

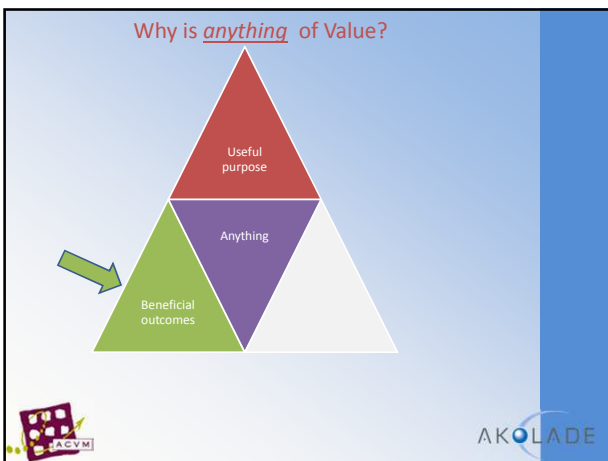


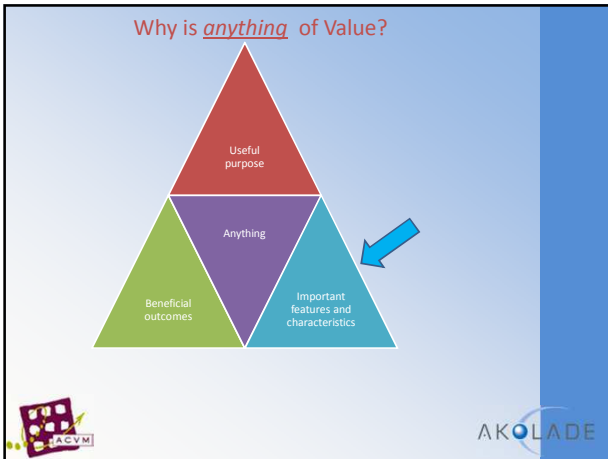
"You can't buy what I've got!"
Darryl Kerrigan, The Castle, 1997

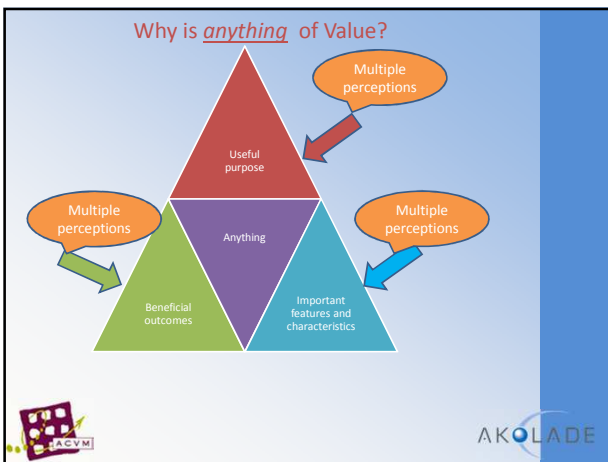


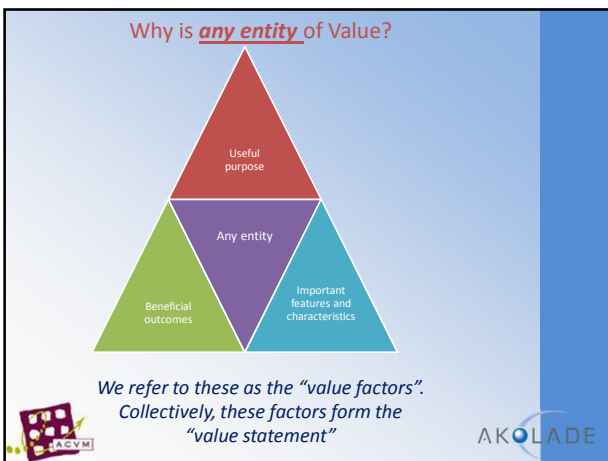


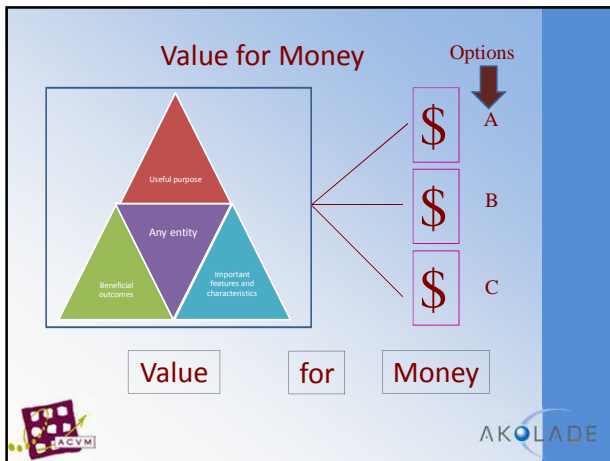


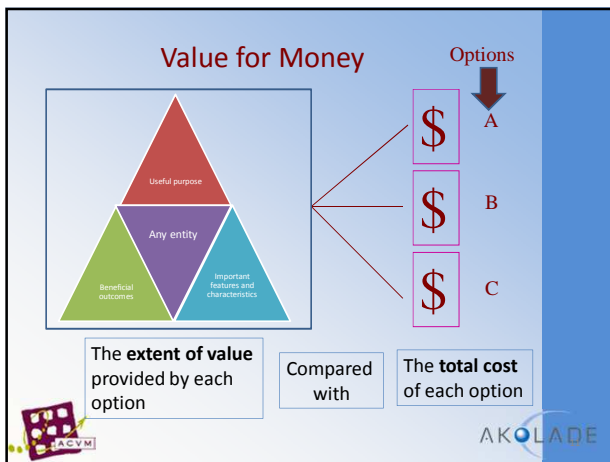


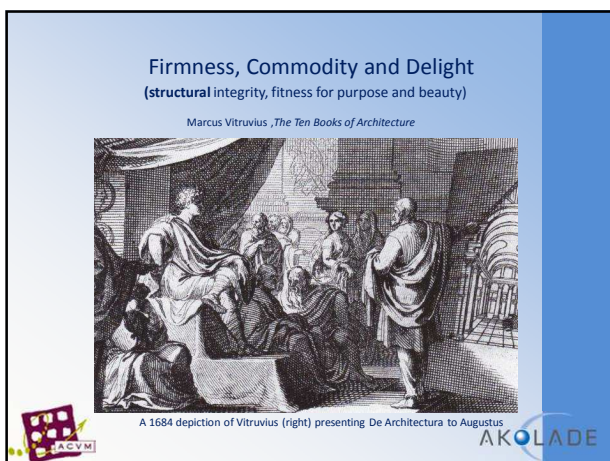


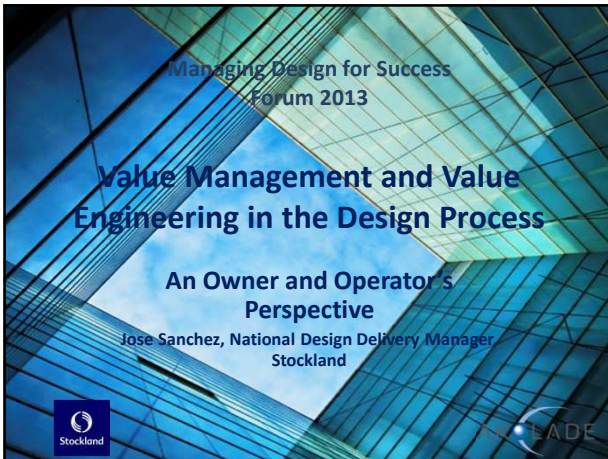


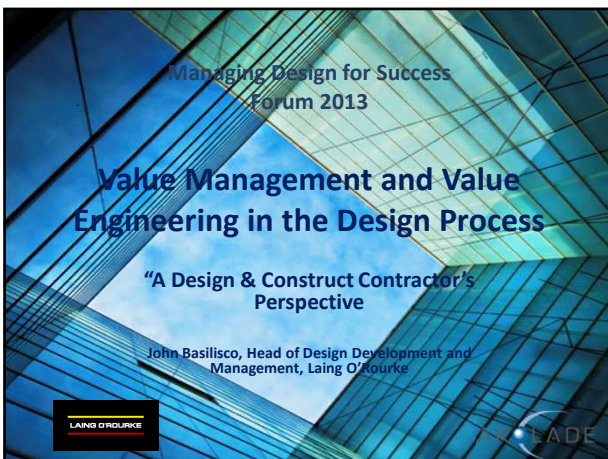


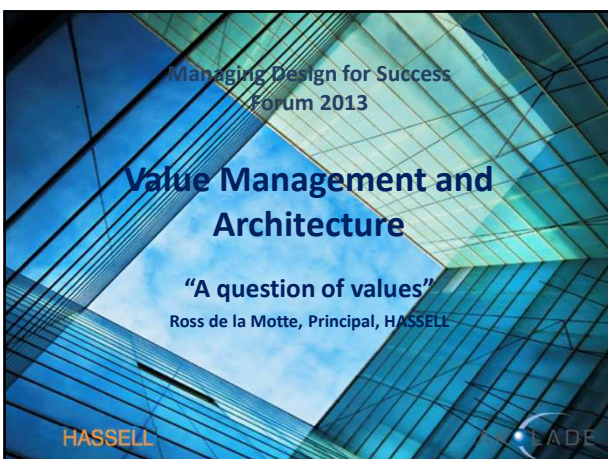


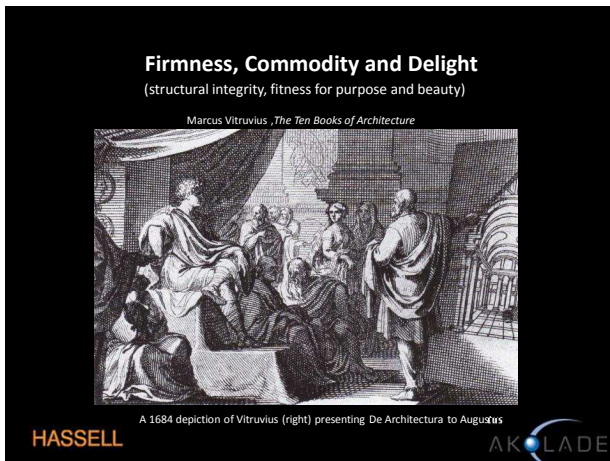




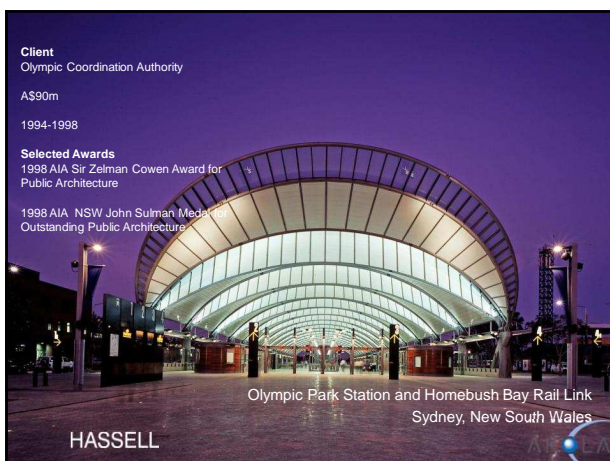




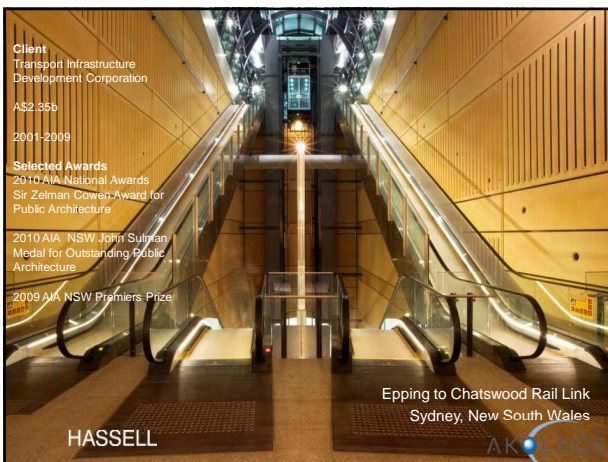


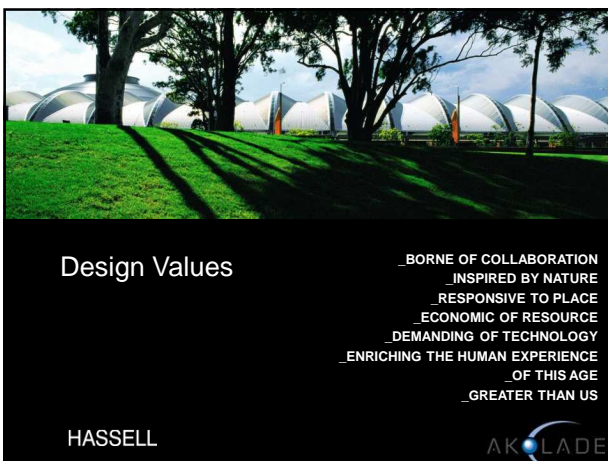


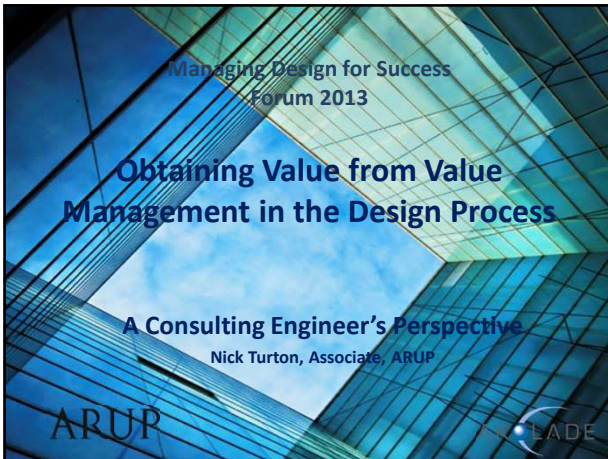


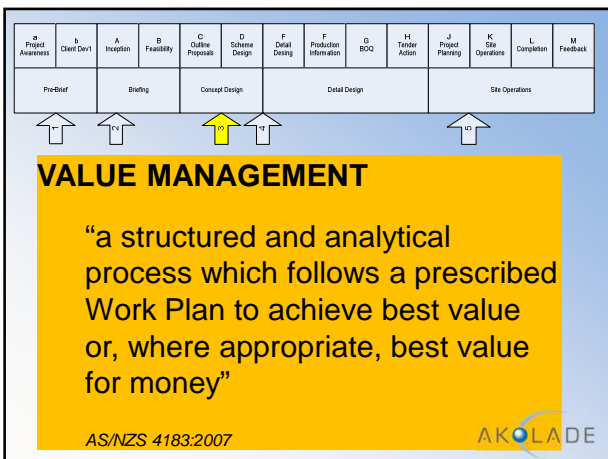


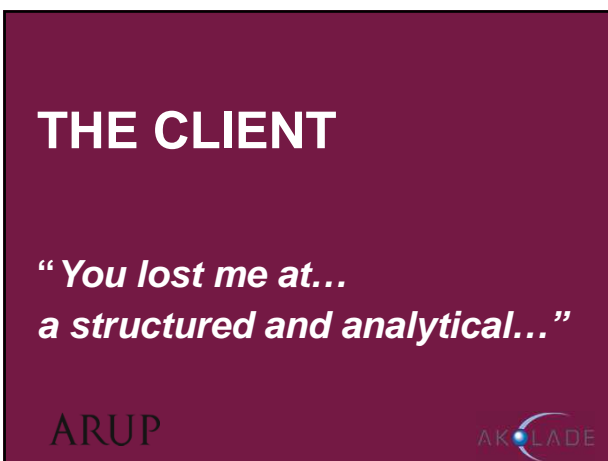






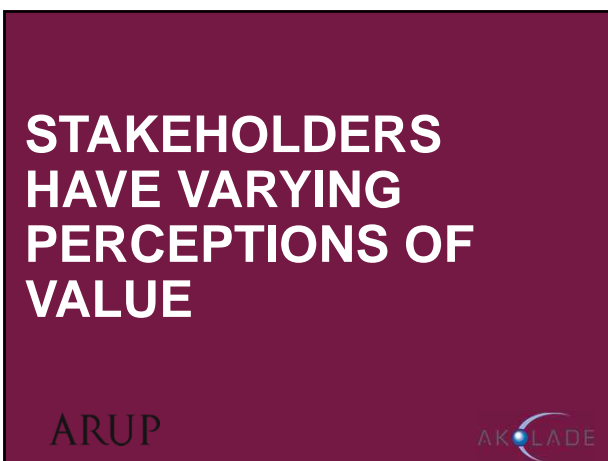












SO HOW DO WE ATTAIN VALUE FROM VALUE MANAGEMENT IN THE DESIGN PROCESS?

A CONSULTING ENGINEER'S
PERSPECTIVE



TWO POINTS:

1. Understand HOW value management best supports the design process
2. Understand WHERE the true benefit of managing value lies



1. HOW VALUE MANAGEMENT BEST SUPPORTS THE DESIGN PROCESS

A CONSULTING PERSPECTIVE

STAKEHOLDERS HAVE VARYING PERCEPTIONS OF VALUE MANAGEMENT

ARUP

AKOLADE



JEKYLL

- "FOCUSED ON CREATIVELY UNDERSTANDING THE PROBLEM BEFORE SOLVING ANYTHING"
- "FLUSHED OUT THE REAL PROJECT NEEDS AT AN EARLY STAGE"

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HYDE

- "TOO FORMULAIC"
- "JUST A COST CUTTING EXERCISE"
- "NOT ALWAYS TAILORED TO THE NEEDS OF THE PROJECT"

AKOLADE

JEKYLL	HYDE
➤ "HELPED TEAM MEMBERS TO UNDERSTAND THE NEEDS OF OTHERS INCLUDING BEYOND THE PROJECT'S OBJECTIVES"	➤ "WOULD HAVE BENEFITED FROM INTEGRATION INTO BROADER MANAGEMENT PROCESSES"
➤ "HELPED GAIN STAKEHOLDER BUY IN TO THE PROJECT"	➤ "TOO TIME CONSUMING AND COSTLY"
ARUP	AKOLADE

VALUE MANAGEMENT MUST ADDRESS THE BUSINESS PROBLEM...

NOT JUST THE NEEDS OF THE DESIGN PROCESS...

ARUP AKOLADE

2. WHERE THE TRUE BENEFIT OF MANAGING VALUE LIES

A CONSULTING ENGINEER'S PERSPECTIVE

AKOLADE

