

THE CLIENT "You lost me at... a structured and analytical..." ARUP







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



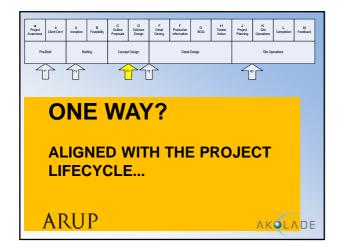


JEKYLL "FOCUSED ON CREATIVELY UNDERSTANDING THE PROBLEM BEFORE SOLVING ANYTHING" "FLUSHED OUT THE REAL PROJECT NEEDS AT AN EARLY STAGE" ARUP HYDE "TOO FORMULAIC" "JUST A COST CUTTING EXERCISE" "NOT ALWAYS TAILORED TO THE NEEDS OF THE PROJECT"

JEKYLL > "HELPED TEAM MEMBERS TO UNDERSTAND THE NEEDS OF OTHERS INCLUDING BEYOND THE PROJECT'S OBJECTIVES" > "HELPED GAIN STAKEHOLDER BUY IN TO THE PROJECT"	HYDE "WOULD HAVE BENEFITED FROM INTEGRATION INTO BROADER MANAGEMENT PROCESSES" "TOO TIME CONSUMING AND COSTLY"	
ARUP	AKOLADE	
VALUE MANAGEMENT MUST ADDRESS THE BUSINESS PROBLEM NOT JUST THE NEEDS OF THE DESIGN PROCESS ARUP		
2. WHERE THE TRUE		
BENEFIT OF MANAGING VALUE LIES		
		-
A CONSULTING ENGINEER'S		

AK LADE

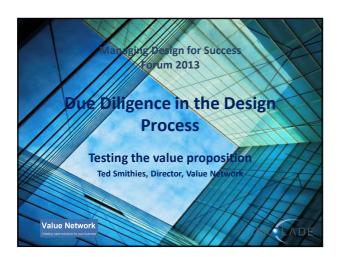
PERSPECTIVE



OR MANY WAYS? INTEGRATED INTO THE BUSINESS LIFECYCLE ARUP

MANY WAYS	
>Strategic Assessment	
≻Gateway Review	
> Business Case Development	
➤ Economic Evaluation	
≻Design Development	
≻Program Management	
>Enterprise Risk Management	t
► Earned Value Management	
►Independent Verification	
≻Post Completion Reviews	

THE TRUE VALUE OF VALUE MANAGEMENT IS WHEN... IT IS NOT JUST ALIGNED TO THE DESIGN PROCESS ARUP



Due Diligence and Project Assumptions

- Every project will be based on assumptions
- Assumptions will be made about client needs, stakeholder attitudes, design constraints, market
- False assumptions increase risk, cost and diminish value creation
- The often segmented feasibility and design process lends itself to the adoption of false assumptions – hence the need for due diligence in design



AKOLADE

Managing to esign for Success	
orum 2013	
Value Management and Value	
Engineering in the Design Process	
Discussion	
ADE	