

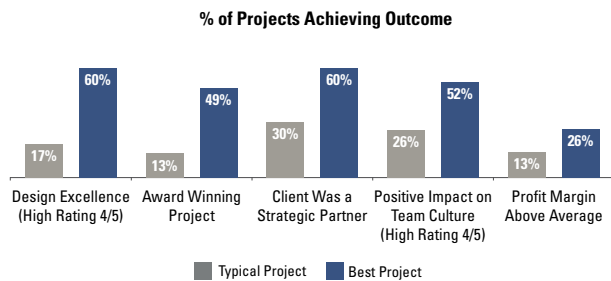
# GREAT DESIGN ENABLED BY LEAN... THERE IS A BETTER WAY!



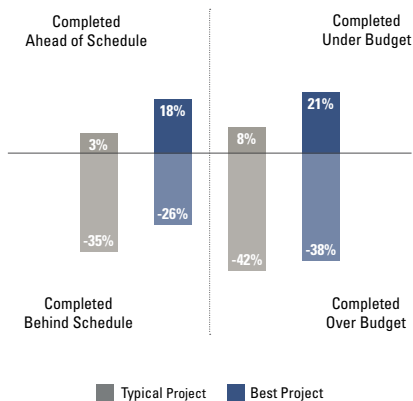
How do design professionals improve client outcomes and maximize design excellence? Designers indicated these two factors were most valuable to them to achieve higher project satisfaction. The Lean Construction Institute recently sponsored a study conducted by Dodge Data & Analytics to explore how and why projects excel.

## HOW DID PROJECTS PERFORM?

Dodge benchmarked “best” and “typical” projects\* from 310 designers against key performance outcomes shown below. The sample represents projects using various delivery methods and contract types across the United States.



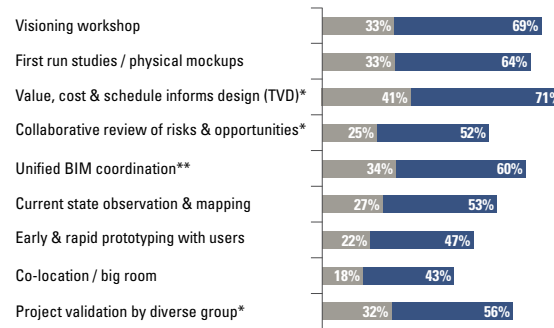
## % of Projects Achieving Outcome (Performance from initial involvement of architect)



\* Each project was completed in the last 5 years with construction cost of at least \$10M

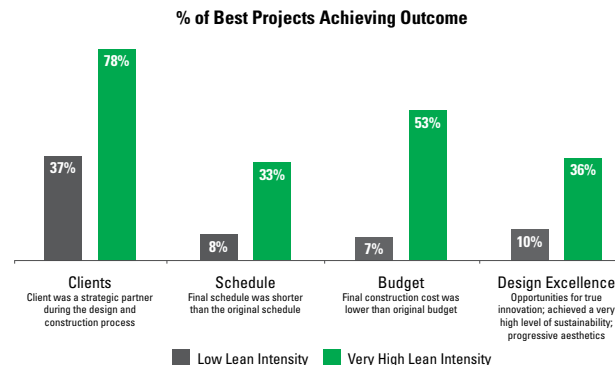
## WHY DID PROJECTS EXCEL?

Dodge also inquired about application of Lean methods on each project. The research found the following with the biggest utilization gap between best and typical projects.



\* Combined these represent major components of Target Value Delivery  
 \*\* Design and construction BIM models used together for 3D coordination & clash detection

Of the best projects Dodge found a statistically significant correlation between very high Lean intensity projects and likelihood for better client outcomes and design excellence. Lean intensity refers to the extent a project used the Lean methods studied, particularly those that are recognized as most effective.



## HOW DO I START?

The researchers suggest the following steps to improve your practice:

- 1. Set Targets:** Select Lean methods that align with improvement needs of your practice and set measurable goals
- 2. Build the Team:** Identify Lean champions in your practice and on project teams to validate targets for the project and unify the team
- 3. Learn as a Team:** Provide Lean training, ongoing coaching and empower teams to learn by doing
- 4. Support the Team:** Celebrate performance and process improvements and foster an environment of continuous improvement

## WHAT DOES THIS MEAN FOR ME?

While the research is focused on the project value proposition the benefits extend to the individual designers, design firms and other service providers for the project; benefits include:

- Leveling of workload (work/ life balance)
- Increased employee engagement (productivity)
- Improved utilization (profitability)

## HOW DO I LEARN MORE?

For more information about the research, find a local Lean community or to advance your own Lean journey, please visit:

[WWW.LEANCONSTRUCTION.ORG](http://WWW.LEANCONSTRUCTION.ORG)

