Technology Adoption: Two Distinct Strategies for Success – CES479730

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About the speaker

Tara Verdia | Customer Success Manager, Eagle Point Software

For more than six years, she has worked to build authentic relationships with her customers, learning their challenges, and developing proactive strategies to help them achieve their goals. She is passionate about helping others and believes the ability to be agile and innovative are two qualities essential for growth, especially in the technology space entrenched in rapid and continuous change.
About the speaker

Andy Schrader | Senior Associate/National BIM Director, WSP USA Building Systems

He has 18 years of experience as a BIM/Revit manager. As technology evolves, projects are requiring a high level of building information modelling (BIM) to assure their successful completion. He provides the vital link that brings the entire project team together in a single comprehensive, coordinated, BIM model.
About the speaker

Greg Grana | Core Technologies
Services & Support Manager, HNTB Corporation

He has worked in multiple IT support and managerial roles. He currently manages a CAD support group and an enterprise software portfolio from a licensing and technical support perspective. He develops and implements application standards and workflow processes in coordination with the project delivery group, including technical, training, and productivity articles and documentation.
Learning Objectives

CHALLENGES
Understand some of the challenges the AEC industry faces around technology adoption and their impact.

STRATEGY
Evaluate two distinct technology adoption strategies.

VALUE
Understand the value of training for digital transformation, driving technology adoption.

APPLICATION
Apply techniques and lessons learned.
"Digital Transformation is the process of adopting new technology to improve operational efficiency, boost customer experience, and uncap innovation." ¹

“Digital adoption is clearly the way of the future. Adapting to new technology and fully leveraging its features is imperative to the modern organization and it is what leads to digital transformation.” ²

Challenges the AEC Industry Faces Around Technology Adoption
Challenges

RESISTANCE TO CHANGE

CONTINUOUS UPDATES

DISCONNECTED LEADERSHIP

OUTDATED PROCESSES
“The most obvious reason why digital adoption is important is simple – no matter how effective a new software solution is, it is only as good as the number of people using it.”


Figure 2. Group raising arms watching a sunrise. Adapted from “People-Silhouette-During-Sunset”, by An, M., 2020, retrieved from https://www.pexels.com/photo/people-silhouette-during-sunset-853168/.
Value of Training for Digital Transformation, Driving Technology Adoption
Without a digital adoption solution, digital transformation success will always be out of reach.
Training Methods

- Classroom
- Textbook
- Mentor
- Video
- Online
Mindset Change

“There are three key drivers of transformation: changing consumer demand, changing technology, and changing competition.”

Training “Check Boxes”

“The key is knowing how to train your employees to use new digital tools as they were intended and to their fullest extent – so they achieve digital adoption. Without an effective training model, your employees will suffer from software training overload.”

Figure 4. Yes or no checklist. Adapted from “Banking-Business-Checklist-Commerce”, by Pixabay., 2020, retrieved from https://www.pexels.com/photo/banking-business-checklist-commerce-416322/.
“Adoption is not just achieved by training users on how to use the new technology, it is achieved by gaining buy-in and commitment.”  

COVID-19


Figure 7. Mona Lisa with face mask, toilet paper, and hand sanitizer. Adapted from "Mona-Lisa-With-Face-Mask", by cottonbro, 2020, retrieved from https://www.pexels.com/photo/mona-lisa-with-face-mask-3957982/.
Two Distinct Adoption Strategies
Implementation Journey
Recommendations

“Any organization with hopes of growing (or even doing business) in the future must adopt new tools, platforms, and processes to thrive in the ever-changing world of technology.” 7


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Please feel free to post any comments or questions you may have in the comment box. We would love to connect with you!