



«Implementation  
Challenges & Strategies»  
27. Sept. 2016 | Immobiliengespräch  
Peter Scherer



## Kurzvorstellung



### **Peter Scherer**

Partner | Bereichsleiter | Mitglied der Geschäftsleitung

### **Beruf**

BIM | VDCO | Prozesse | Automation | Energie | Lean

### **aktiv in**

GNI | SWKI | SIA | Bauen digital Schweiz | buildingSMART

### **Arbeitsgruppen**

SIA 451 | SIA MB 2051 | SIA D0256 | CEN/TC 442

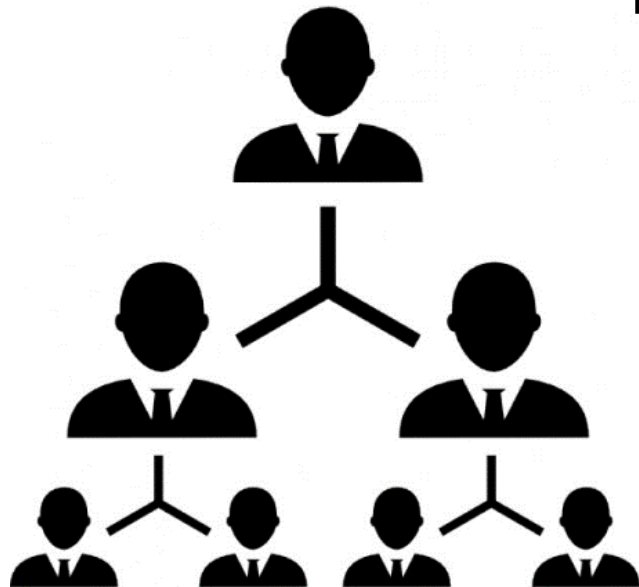
### **Privat**

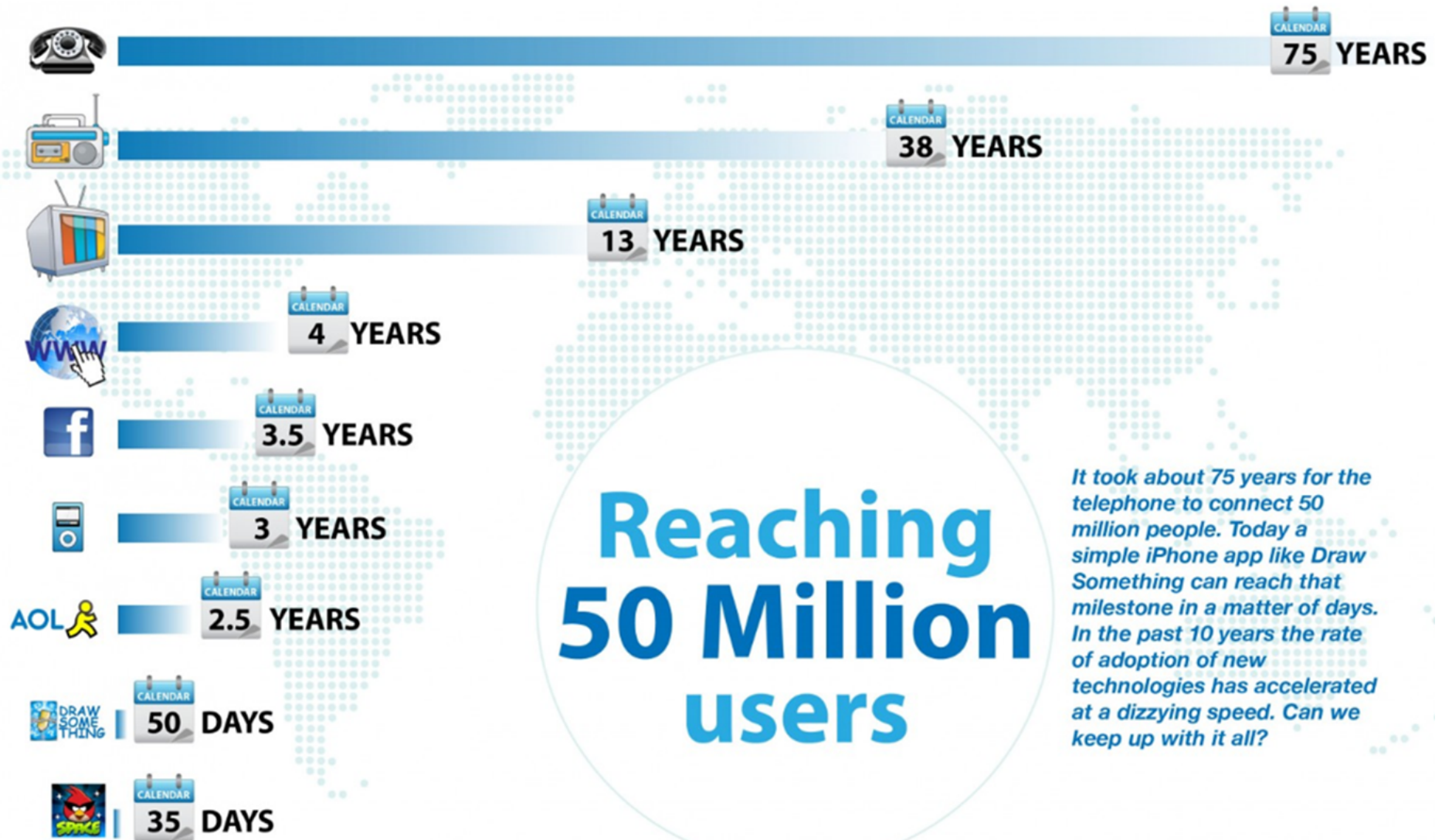
verheiratet | 2 Kinder | Fotografie | Skitouren | Wandern



digitale Transformation

# Transformation von Systemen in Netzwerke!



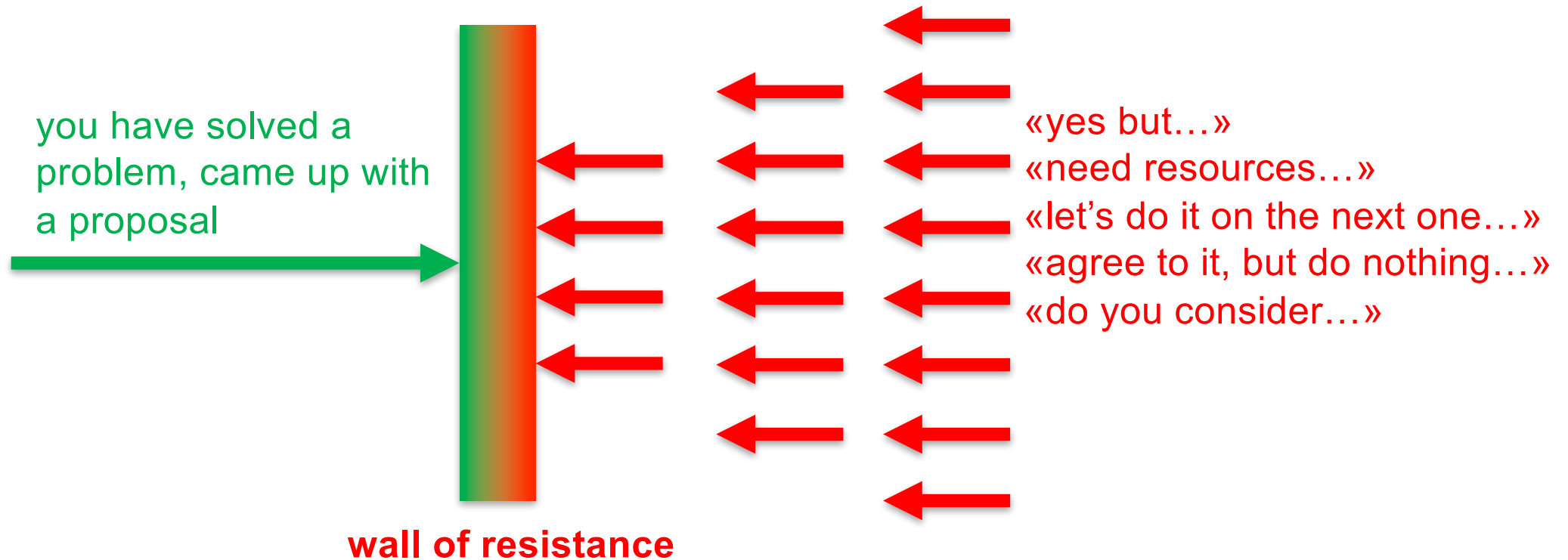


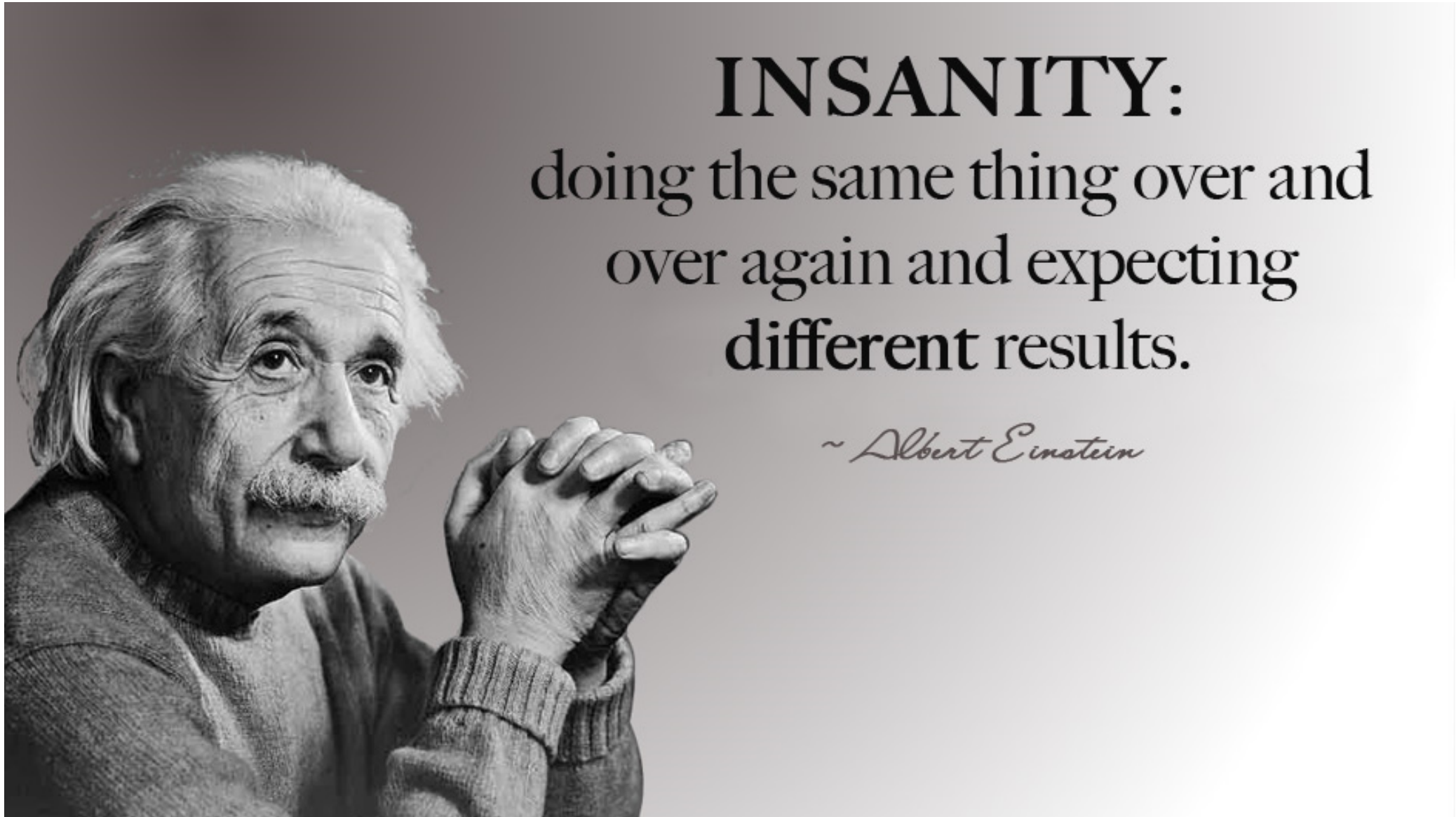
# Reaching 50 Million users

*It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?*



# Why even great ideas meet resistance...





# INSANITY:

doing the same thing over and  
over again and expecting  
different results.

*~ Albert Einstein*



# At what level are you leading?

Setting the vision

Creating the right environment

Supporting



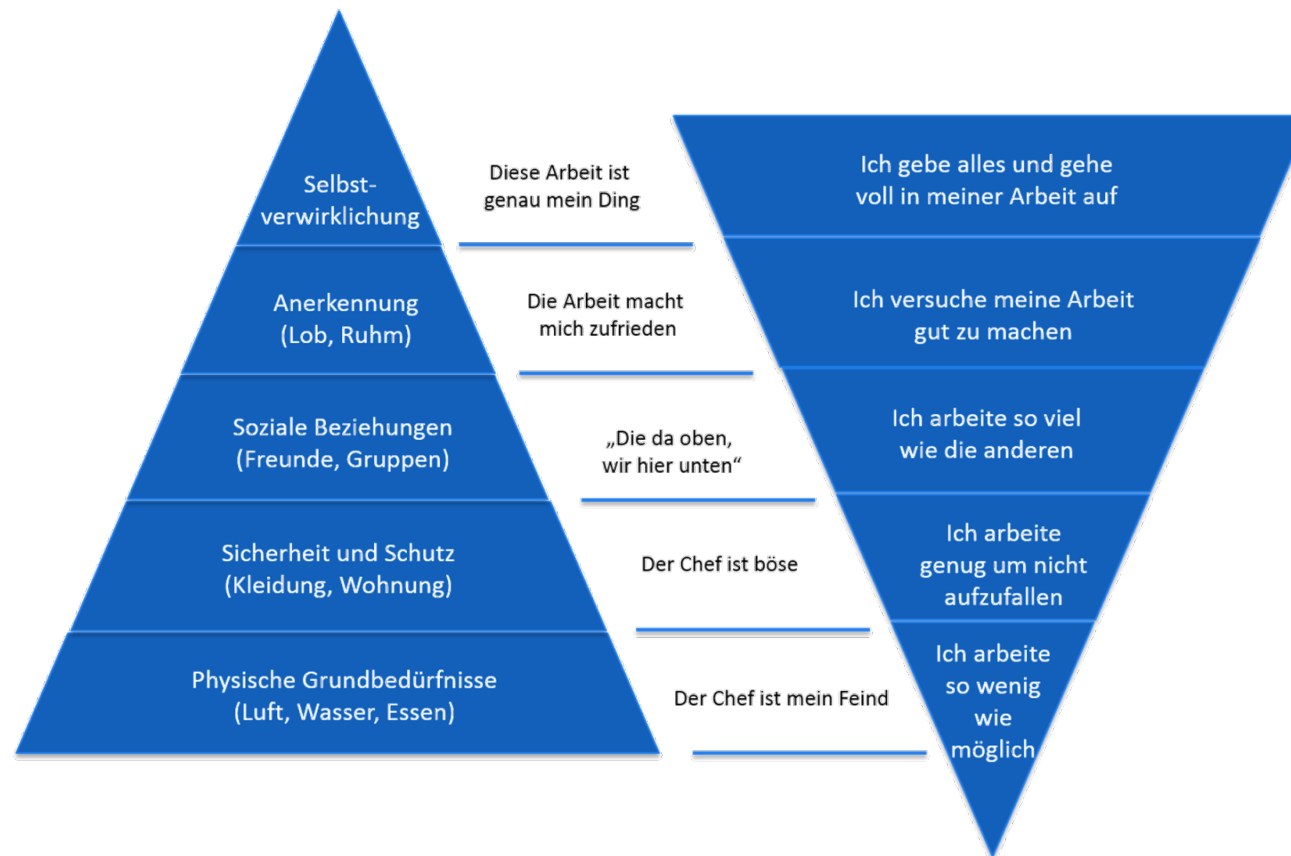


# Human Developmental Model

		Message					
		Why	What	How			
Status	capable				X	support	
	understand			X		train	
	aware		X			educate	
	unaware	X				inform	
		Results	Concept	Tools			
		Content					



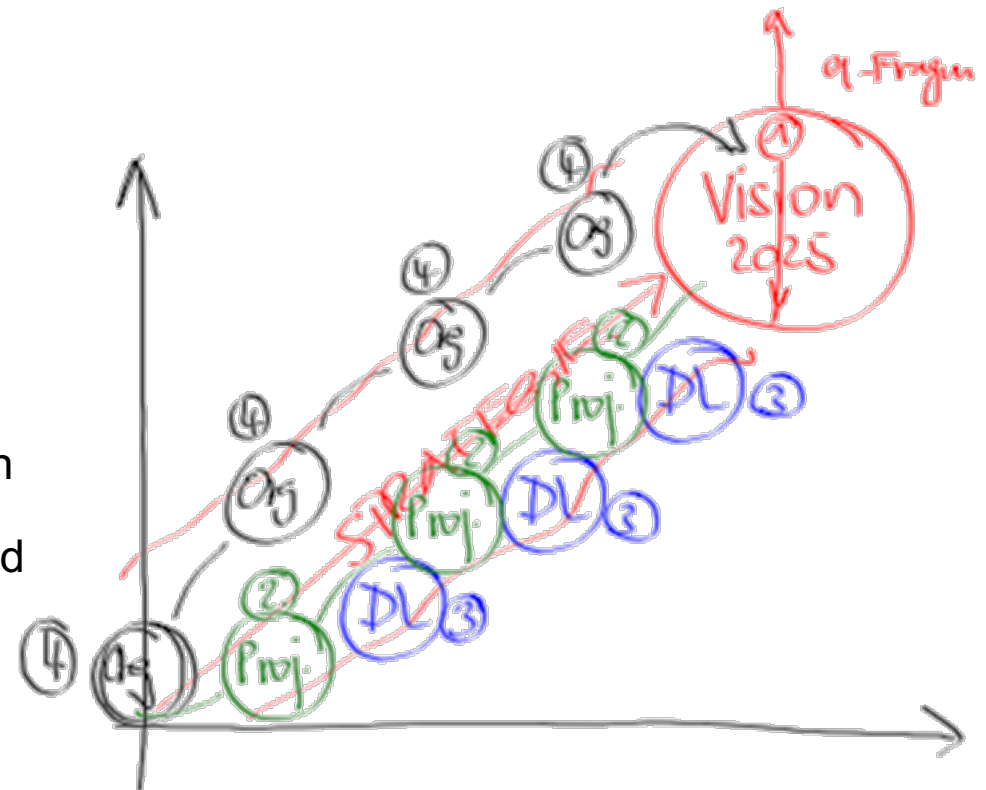
# Phases of Change for an Individual



# Start «Business Case» der Zukunft?

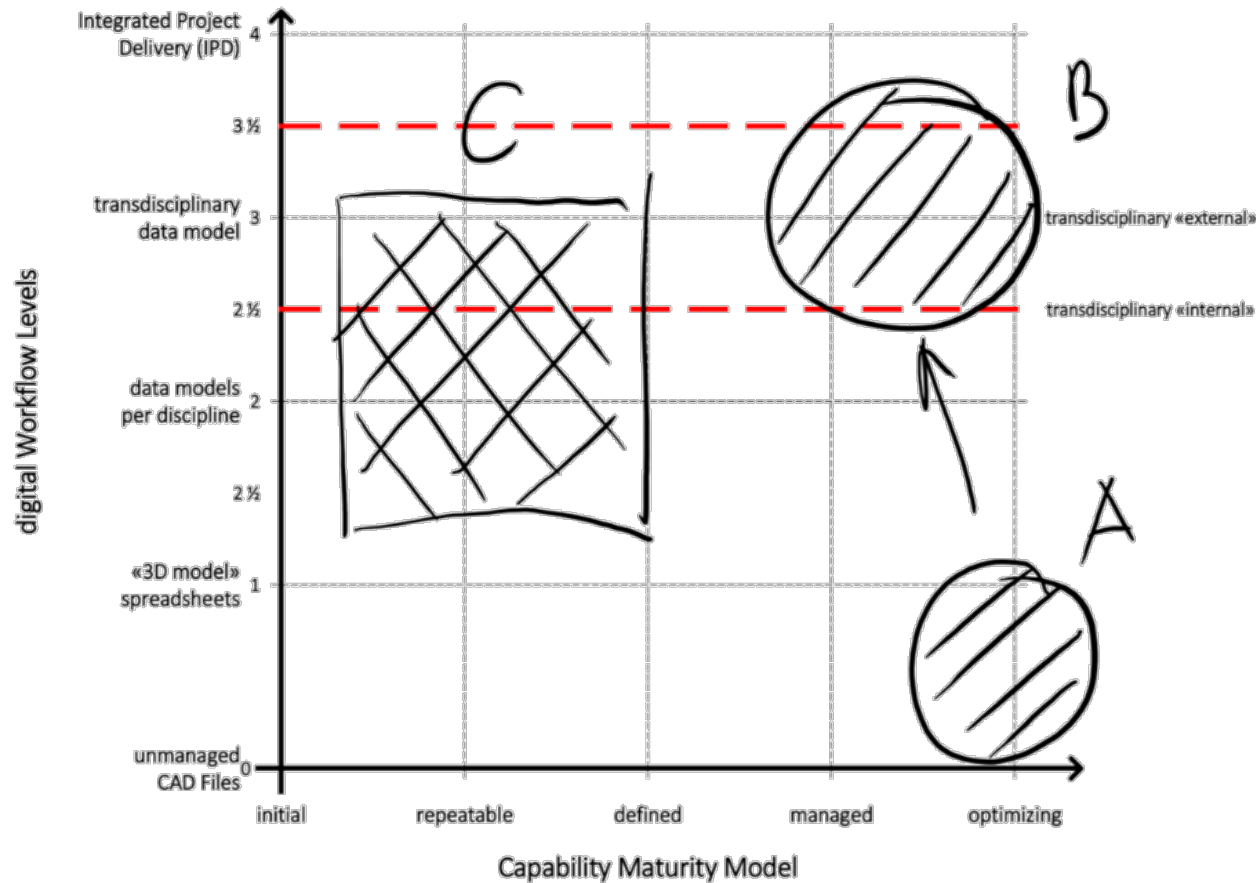
## Schritt «0»

1. Entwicklung Business Case 20XX:
  - Wie verändert sich das heutige Geschäftsmodell?
  - Chancen und Risiken?
  - periodische Überprüfung
2. Teilaspekte an (live) Projekten testen
3. Entwicklung der Dienstleistungen und Prozesse mit Tools
4. Definition der Organisationsform





# Reifegradmodell – eine von vielen Darstellungen





AMSTEIN+WALTHERT

# «the war for talents»

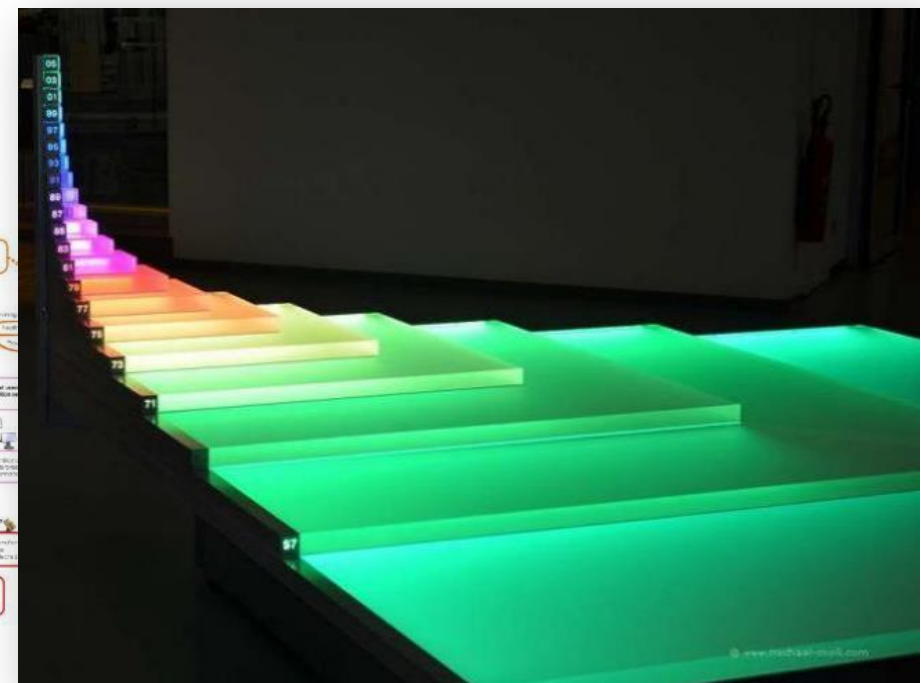
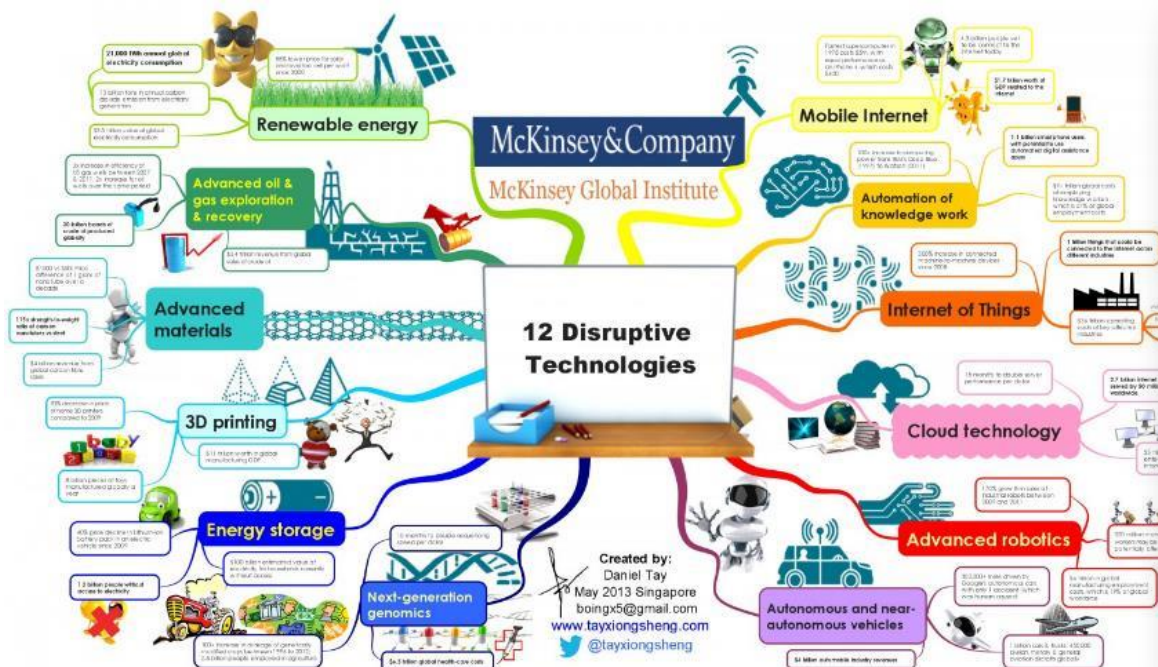


# Augmented Reality and Generation Y-Z





# «disruptive Technologies» | «Moore'sches Gesetz»



Quelle: McKinsey & Company

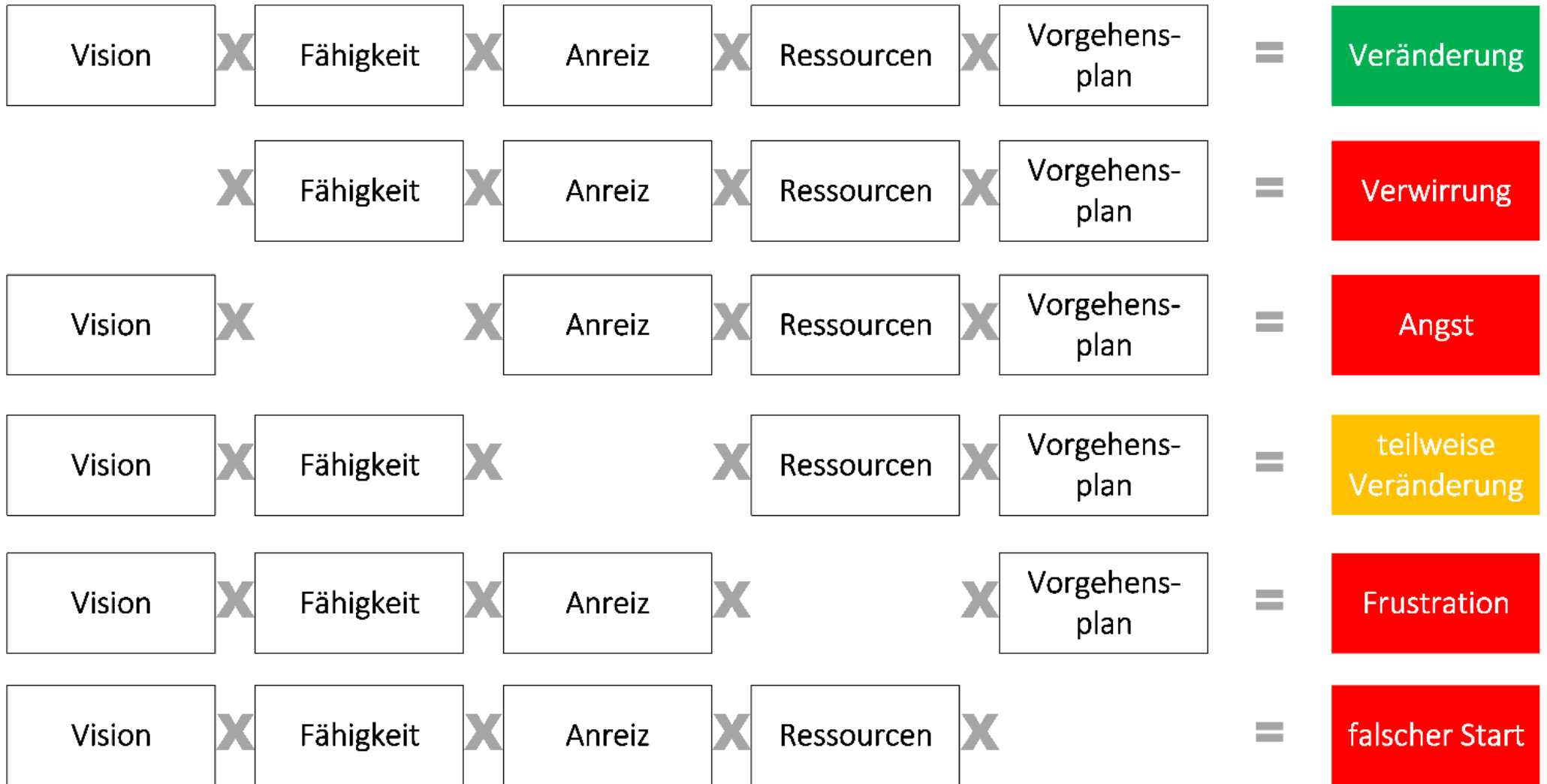
Quelle: wikipedia.org



## Changemanagement

**«It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change! »**

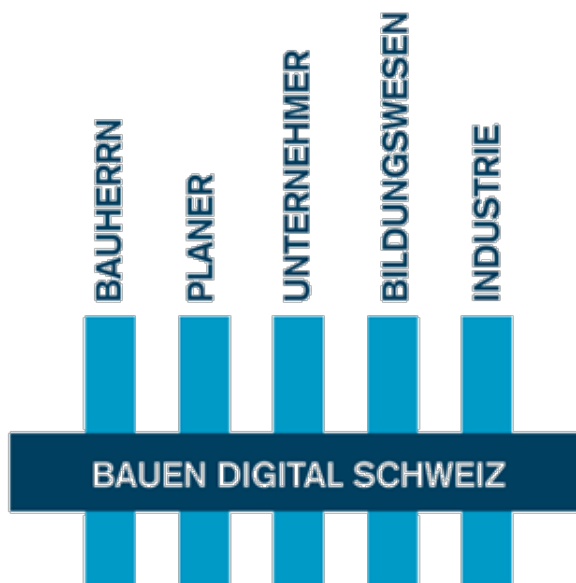
[Charles Darwin]



# Interessensgemeinschaft «Bauen digital Schweiz»

[www.bauen-digital.ch](http://www.bauen-digital.ch)

## Wertschöpfungskette



## alle Beteiligten

UNTERNEHMER  
60'000

MITARBEITER  
0.5 Mio

## gemeinsames Ziel

- Juni 2015  
Information und Start; Aufbau Initiative «Bauen digital Schweiz»
- Oktober 2015  
Konsolidierung Organisation, Kommunikation mit den Partner
- November 2015  
Konsolidierung Handlungsfelder und Massnahmen
- Januar 2016  
Forum «Bauen digital Schweiz» an der swissbau in Basel
- Februar 2016  
Start Massnahmen zu Handlungsfelder
- Juli 2016  
Start Umsetzung aller Massnahmen
- Ziel 2020

## Plattform

BAUEN DIGITAL SCHWEIZ  
BÂTIR DIGITAL SUISSE  
COSTRUZIONE DIGITALE SVIZZERA  
CONSTRUIR DIGITAL SVIZRA

buildingSMART®  
International home of openBIM®

### Social Media:





NOTHING IS A MISTAKE.  
THERE'S NO WIN  
AND NO FAIL.

THERE'S ONLY  
**MAKE**

JOHN CAGE





THE ONLY WAY

TO DO IT

IS TO

DO

IT. 