

AI-Powered Innovation: Making Tech Accessible & Boosting Firm Productivity

EX023

Thursday, June 5, 11:00 AM to 11:30 AM

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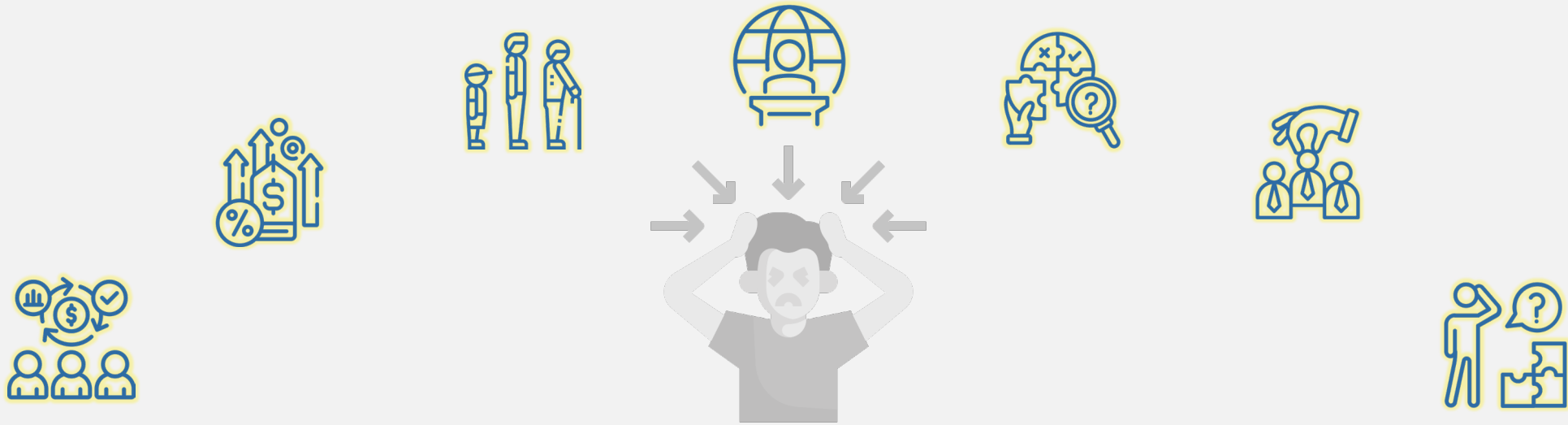
Speakers List

- Bret Tushaus, VP Product Management, Deltek

Course / Learning Objectives

- Discuss the fundamentals of AI and ML relevant to architecture firms and businesses in general.
- Find out how to pinpoint key areas where these technologies can streamline workflows and improve project management.
- Gain practical insights by analyzing real-world examples of AI applications in action.
- Develop strategies for adopting AI to enhance efficiency and decision-making.

Business Pressures and Challenges



Business Pressures and Challenges

Availability of good
candidates



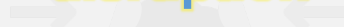
Inflation and interest
rates



Tariffs



Socioeconomic
disruption



Political uncertainty



Finding and retaining
qualified staff



Increasing project
complexity



Is Technology the Answer?

Business Pressures and Challenges

**67% expecting to lose market share within
two years if they fail to progress
significantly in digital transformation.**

Is Technology an Answer?

And **AI** is at the root of that answer.

AI productivity boost has the potential to increase global GDP by up to **\$13 trillion** by 2030

- McKinsey Global Institute (2020)

Generative AI used for design optimization and simulation can **reduce design time by up to 30%**

- Autodesk (2022)



AI-driven collaboration tools can **enhance team productivity by 25%**, underscoring their importance in project management

- Forrester (2021)

AI-driven automation of repetitive engineering tasks can **reduce project execution time by up to 25%**

- Deloitte (2022)

Why is AI at the root of that answer?

PRACTICALITY



Highly Accessible



Embedded in
Mainstream Tools



Highly Applicable

INDIRECT BENEFITS



Job Satisfaction



Market Expectations



Democratization

Where Will You Be One Year From Now?

- Option A (Stagnation):
 - Still manually assembling proposals
 - Still retyping meeting notes
 - Still wondering what tools might help
- Option B (Momentum):
 - Proposal content drafted in seconds
 - Teams freed up for creativity
 - AI running in the background of your operations



Understanding the AI Spectrum

Traditional AI (narrow)

- Creates new data (text, images, music)
- Data-driven learning (neural networks)
- Entirely new content
- Innovative chef creating new dishes
- Creativity, content generation, exploring possibilities

vs

Generative AI (strong)

- Analyzes data, performs specific tasks
- Explicit rules and algorithms
- Solutions or classifications
- Master chef following a recipe
- Accuracy, efficiency, reasoning

Understanding the AI Spectrum

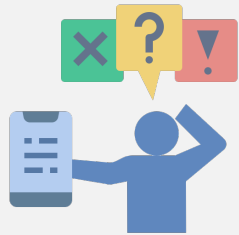
Traditional AI (narrow)

vs

Generative AI (strong)

- Smart Buildings
- Decision Support
- Project Management
- Generative Design
 - Etc...

Your AI Moment is Now



We don't know
where to start



We don't have the
infrastructure or
the skills



We're worried
about governance
or ethics



We aren't sure
what success even
looks like

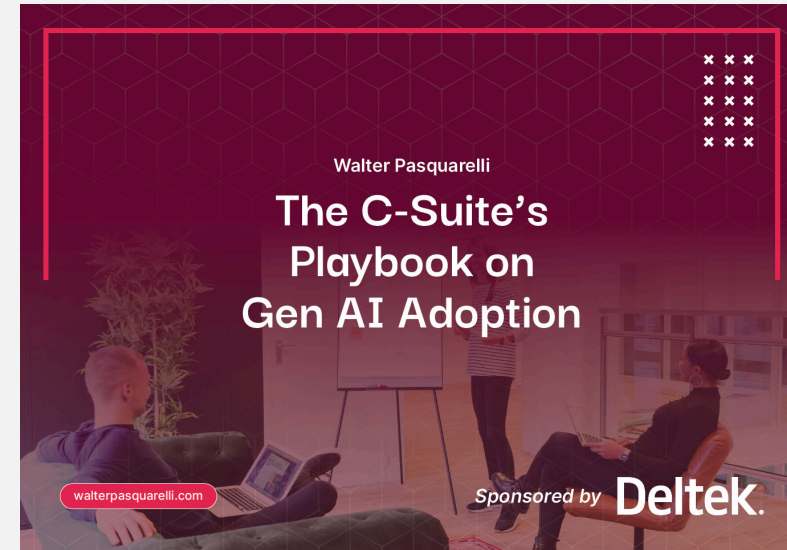
**You don't need to
master AI to
benefit from it. You
just need to start.**



STRUCTURING AI FOR REAL RESULTS

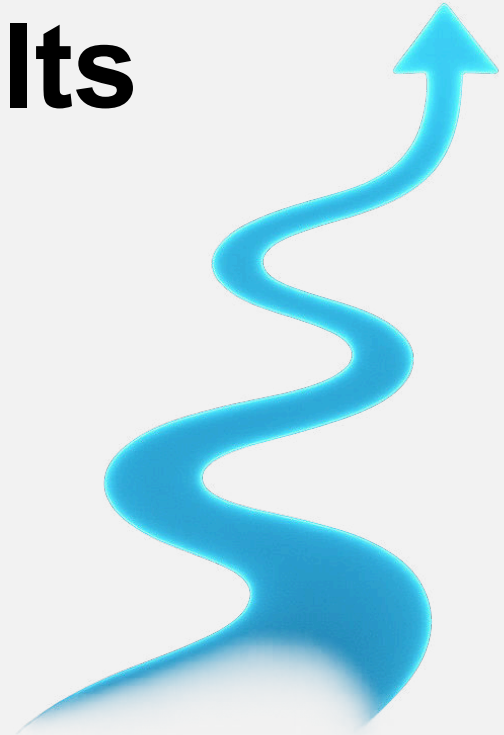
Structuring AI for Real Results

- **What is it?**
 - A strategic guide and self-assessment tool that helps C-Suite leaders align AI with their business goals.
- **Who Authored It?**
 - Walter Pasquarelli, tech and AI expert and evangelist.
- **How does it work?**
 - The playbook breaks down AI adoption into five critical pillars.
- **Includes a Self-Assessment Tool**
 - The playbook provides a structured self-assessment, allowing leaders to pinpoint gaps, prioritize areas for improvement, and build a roadmap for AI-driven transformation.



Structuring AI for Real Results

- **Start with Purpose:** Align AI initiatives to real business challenges, not just shiny tools.
- **Focus on Foundations:** Strategy, data, governance, and culture matter more than any single technology.
- **Prioritize Pragmatic Wins:** Target use cases that create immediate value and build momentum.
- **Think Long-Term:** AI is a journey, not a project, lay the groundwork for continuous evolution.
- **Empower People:** Technology succeeds when your teams are ready, curious, and supported.



Pillar: Strategy & Scope

- Align to Business Goals
- Prioritize Practical Use Cases
- Define Scope Clearly
- Champion Outcome Over Technology
- Accept Iteration

Calls to Action:

- ✓ Identify 1-2 internal challenges (e.g., proposal generation).
- ✓ Start with “internal-first” use cases before expanding to client-facing.
- ✓ Have a 30-minute leadership brainstorm to list all recurring headaches in operations—circle one and find an AI tool to test.

Pillar: Infrastructure & Integration

- Audit Existing Capabilities First
- Ensure Data Accessibility and Quality
- Think Modular and Scalable
- Leverage Cloud & Open APIs
- Partner, Don't Build from Scratch

Calls to Action:

- ✓ Assign someone to catalog what AI capabilities are already in the firm's existing tools.
- ✓ Audit your tools—what AI is already built in (e.g., MS Copilot, Deltek AI features).
- ✓ Partner with a vendor for cloud, storage, or data prep needs.

Pillar: Compliance & Governance

- Create Accountability Roles
- Emphasize Human Review
- Monitor for Bias and Risk
- Plan for Evolving Regulations

Calls to Action:

- ✓ Ask the question – “Have we defined responsible use of AI and made it clear to the team?”
- ✓ Create a simple “AI Use Policy” (what’s OK, what’s not).
- ✓ Assign an “AI steward” for compliance tracking.

Pillar: Monitoring & Evaluation

- Set Clear Success Metrics Early
- Track Both Quantitative and Qualitative Value
- Pilot, Measure, Scale
- Commit to Ongoing Learning
- Celebrate and Publicize Wins Internally

Calls to Action:

- ✓ Choose one pilot AI use case (e.g., automated meeting notes) and track time saved each week.
- ✓ Recommend quarterly reviews of AI experiments

Pillar: Culture

- Normalize Experimentation
- Upskill Everyone, Not Just Tech Staff
- Lead by Example
- Recognize and Reward Early Adopters
- Frame AI as an Empowerment Tool


Calls to Action:

- ✓ Host AI Exploration Days or “Prompt Jams”.
- ✓ Create internal champions or an AI working group.
- ✓ Ask each team to try one AI tool this month and share learnings in a 10-minute “AI moment” at the next staff meeting.

How Does the Assessment Work?

- This assessment is designed to help organizations evaluate their readiness for adopting Gen AI.
- It asks 20 targeted questions
- Each question offers five possible responses, representing different stages of readiness.
- Each response is assigned a score from 0 to 4, reflecting the organization's level of progress.

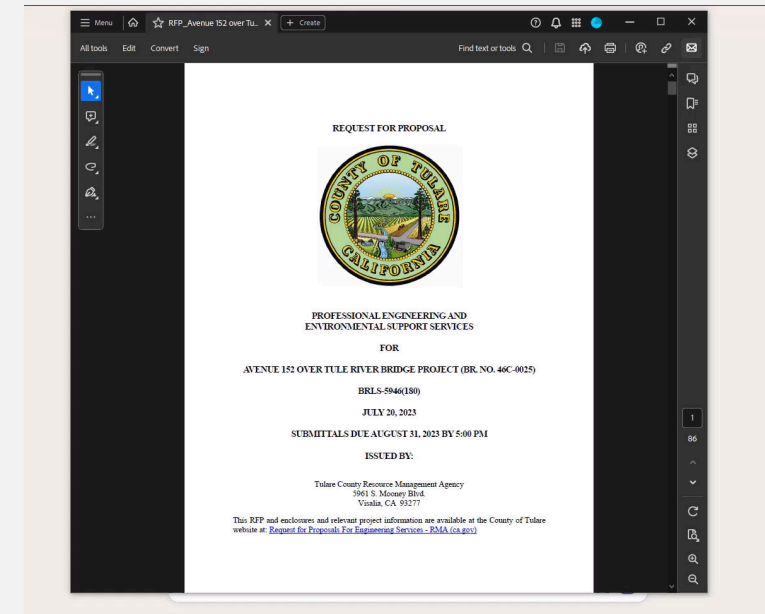
Strategy and scope						
Number	Question	Not considering	Considering	Developing	Exists	In operation
1	Does your organization understand how Gen AI could create new competitive advantages and business value (e.g., through cost-savings/efficiency, operational speed/quality, improved stakeholder/customer experiences)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	Has the organization created specific Gen AI use cases and/or Gen AI-based business models aligned to strategy, and is it able to validate targeted value?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Have key stakeholders been involved with Gen AI goal-setting and strategy alignment (e.g., President/CEO, CIO/technology leader, data management/analytics leaders, consultants/client-facing employees)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Have you established a process for evaluating and choosing potential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



**Get Your
Copy Today**

AI is More Accessible Than Ever

Content Creation, Summary
and Distillation



AI is More Accessible Than Ever

Digital Assistance

The screenshot displays the Deltek Vantagepoint software interface. The left sidebar contains a navigation menu with sections like 'MY STUFF', 'DASHBOARDS', 'My Dashboards', 'My Dash', 'Corporate Sales', 'Business Development', 'Principal Dashboard', 'Project Performance', 'Project Planning Summary', 'Project Manager Snapshot', 'Resource Manager', 'Accounting Dashboard', 'Employee Utilization', 'Billing Review', 'HUBS', 'RESOURCE MANAGEMENT', 'PROPOSALS', 'BILLING', 'TRANSACTION CENTER', 'CASH MANAGEMENT', 'ACCOUNTING', and 'GENERAL LEDGER'. The main content area is titled 'Memo' and shows a memo from 'New Hire Welcome and Greet Ice Cream Social'. Below the memo is a 'Q1 Callout' for 'Amy Allen' with a photo. To the right of the callout is a 'VALUES' section with a list of company values and a statement about integrity. Further right is a 'Project Phase 1' overview for 'BridgePoint Watershed Restoration' with a photo of the project site and a table of the project team.

Deltek Vantagepoint

Accutera Architects & Engineers | Period Ending: 09/31/2024 | 115 | Pat Hill

Memo

New Hire Welcome and Greet Ice Cream Social

Please join us for an **ice cream social** on the rooftop deck on Friday May 24th to celebrate and get to know the new hires!

A&E welcomes our Q2 new hires:
Michael Bourgeois
Douglas Reynolds
Abby Cantina
Lola Carey
Mitchell Smith
Roger Palotina

Q1 Callout

Amy Allen

VALUES

- We care about people and foster **COLLABORATION**
- We are committed to **DIVERSITY, EQUITY + INCLUSION**
- We embrace continuous **LEARNING + DEVELOPMENT**
- We power project success for our **CUSTOMERS**
- We engage with **SPEED** to be adaptive and agile
- We are **PASSIONATE** about Deltek Project Nation
- We **INNOVATE** to find solutions that drive progress and add value
- We are **RESULTS-DRIVEN** in our dedication to excellence
- We **PLAY TO WIN** for the benefit of all our stakeholders

We demonstrate INTEGRITY with transparency and accountability in everything we do.

LEARN ABOUT OUR VALUES

Project Phase 1

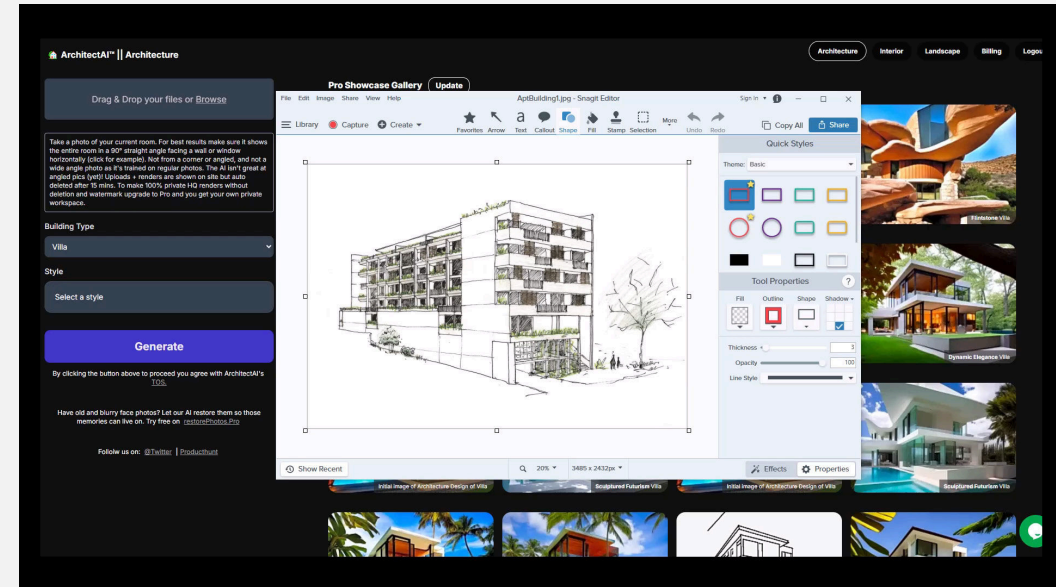
BridgePoint Watershed Restoration

A&E created the conceptual design, which called for removing the culvert and weirs and installing a bridge and streamside vegetation. The design was created in partnership with the City of BridgePoint. Preliminary and final designs were created during this phase of the project.

Employee	Project Team	Role
Brian Sullivan	Project Manager	Project Manager
Jan Engstrom	Drafter	Drafter
Ben Jackson	Senior Engineer	Senior Engineer
Karen Winger	Business Developer	Business Developer

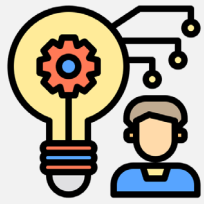
AI is More Accessible Than Ever

Generative Design



KEY CONSIDERATIONS AND CONCLUDING THOUGHTS

Key Considerations



Do not be
intimidated; AI
technology is
more accessible
than ever



Look at what
tools and
investments you
already have in
place; your most
accessible AI is
in tools you
already have



Follow industry
thought
leadership to
keep up with the
rapid pace of
change



Keep security,
data privacy and
appropriate
usage in mind



Remember that
it's not all about
technology,
leverage the
diverse talent in
your firm

Contact Information

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THANK YOU!