

# 2019–2021 DBIA Strategic Direction

## SEE THE DBIA DIFFERENCE

Continue moving DBIA forward as a high-performance organization committed to the advocacy of Design-Build Done Right™ across public and private market sectors and advancing collaboration and integration of all project teams.

### Stimulate

#### Extol the Critical Role of the Entire Team

- Highlight key success factors for designers, specialty contractors, consultants and suppliers.
- Define essential processes that support the single point of responsibility contract.
- Leverage design-build variations.

#### Drive Consistent Messaging

- Develop and package multiple methods for delivering our message.
- Engage Regions, Chapters and members in delivering the message and unify the voice of Design-Build Done Right.

#### Expand Markets Served

- Deliver market-specific value.
- Participate in key strategic alliances.
- Drive widespread and flexible legislative authority.
- Promote the use of design-build in the private sector.

### Educate

#### Emphasize the Impact of Design-Build Done Right™

- Demonstrate how best practices facilitate success.
- Promote Design Excellence by establishing the broad range of successful outcomes above and beyond schedule and cost.
- Demonstrate real-world successes.

#### Distinguish Design-Build Approaches

- Clarify characteristics of design-build procurement options.
- Define success.
- Develop resources and tools to guide Owner decision-making.

#### Deepen Professional Development

- Provide tiered education ranging from basic to advanced.
- Increase university-level awareness and use of DBIA curriculum.
- Diversify the pool of approved instructors.

### Evolve

#### Reinforce the Brand

- Be the “Design-Build Authority”.
- Continually assess the business climate and trends (funding, technology, economy, environment, political landscape, workforce issues, etc.).
- Leverage market trends and studies to support the value of design-build.

#### Transform Membership Value

- Enhance member and customer satisfaction.
- Engage and grow student and young professional members.
- Define “Region success” and develop a roadmap by aligning Region, Chapter and National goals/strategies.
- Revise and streamline the membership dues structure.

#### Grow Owner Engagement

- Diversify Owner involvement.
- Influence Owners’ preference for DBIA-certified professionals on project teams.
- Increase Owner participation at the Region and Chapter levels.
- Create innovative opportunities for Owner-to-Owner engagement.

### Representative Success Measures

- Define the aspects of successful key alliance partnerships and gain a seat at their table.
- Continue legislative influence and advertise positive results.
- Widespread use of Design-Build Done Right “shares” at Region and Chapter events.
- Implement the tiered education approach
- Revamp training approach to include initiatives from our Stimulate and Evolve Goals
- Develop and proliferate tools to assist Owners in project delivery decision-making.
- Increase Owner participation by 20% annually in membership, conferences and education course offerings.
- Own, define, and rebrand the Design-Build tool box (including ‘progressive’ design-build) so terms and best practices are consistently used by everyone in industry
- Retain 85% of existing members annually, as well as add 25% new annually, resulting in a minimum net increase to overall membership of 33% by 12/31/21.
- Integrate Regions into our Strategic Planning goals and metrics by 2020.
- Envision industry changes and needs into the next decade.

