

Challenging the orthodoxies

Example -- Digital innovations created new “how to win”

Illustrative

From Orthodoxy

- Trade resources need to be on site
- Engineering stamps signal quality
- Project budgeting
- Purchase by tender
- Partner with big firms only
- Kit is made to order

To Orthodoxy

- Reduce skill levels on site (IKEA?)
- Process builds quality in, evident
- Manufacturing budgeting
- Purchase by manufacturing agreement
- Partner with right firms for the job
- Signature parts 3D printed for the job

