SMARTEGIES

SmartWIN24

Leap Into the Future of AEC Marketing

Brought to you by PSMJ | Resources, Inc.

Special thanks to perfect image

More than a printer.

I did not pick this title…but I don't hate it.

Great Scott! The Future is Here…

Scott Steiding
Principal
925-413-5208
scottsteiding@productive-pursuits.com

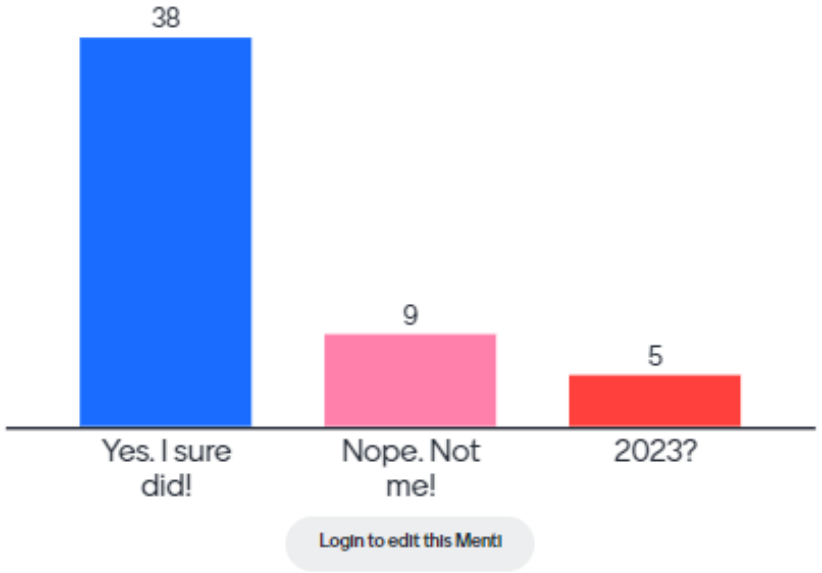
PRODUCTIVE PURSUITS

Survey

How Was 2023?

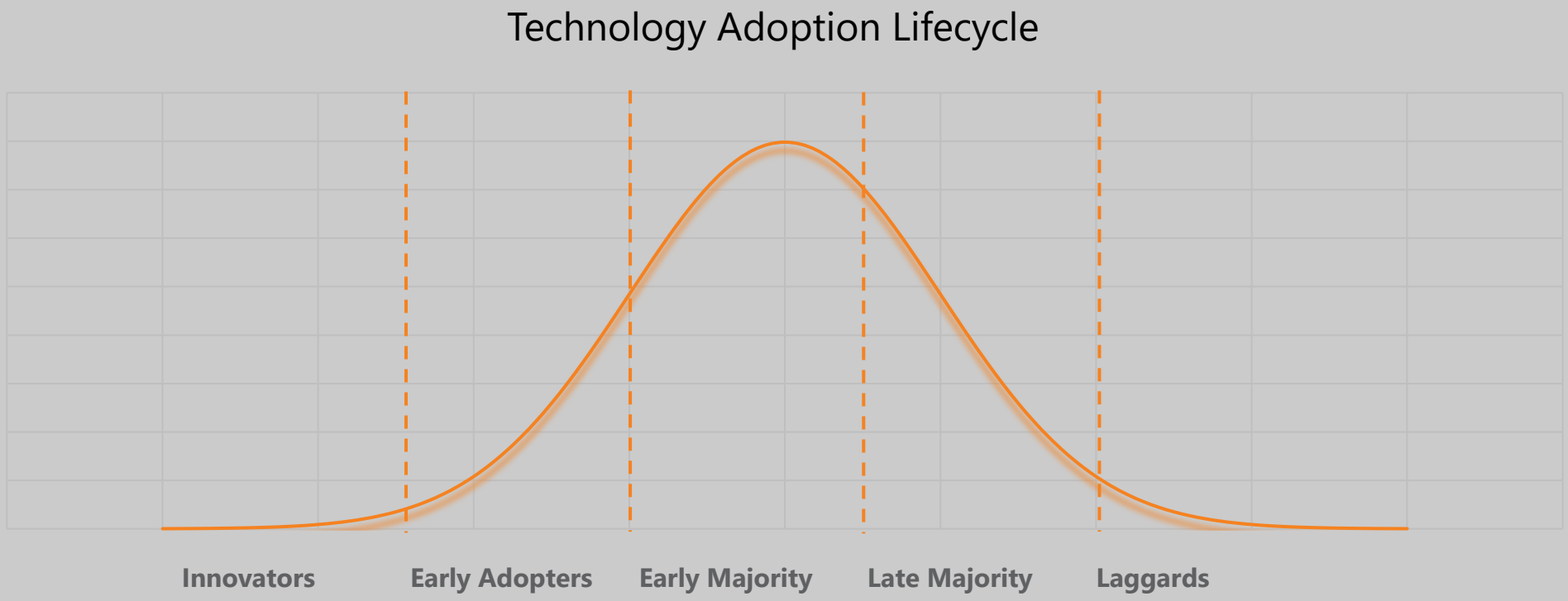
Mentimeter

Did You Have a Dumb Loss in 2023?



Survey

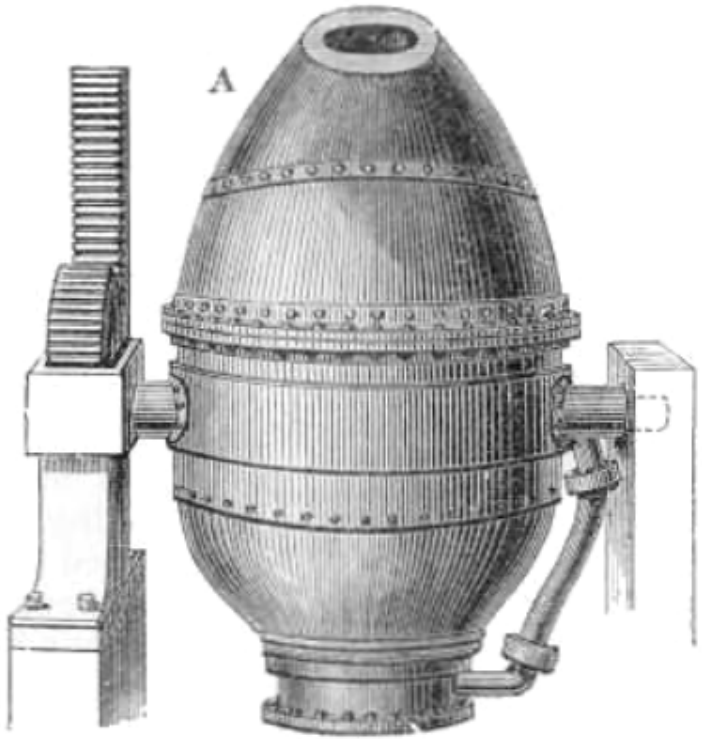
Where are you and your firm on your digital journey?

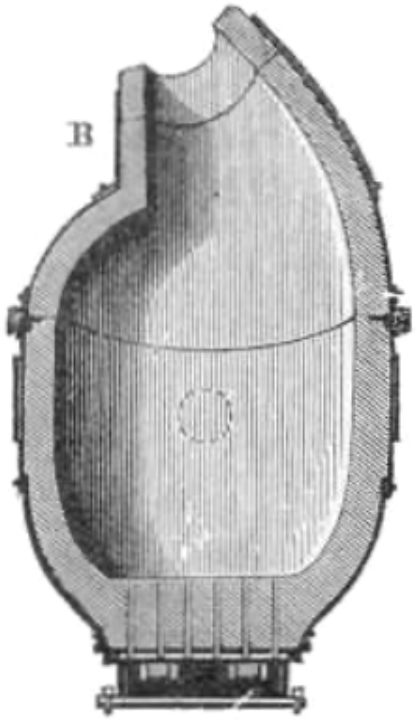


Survey

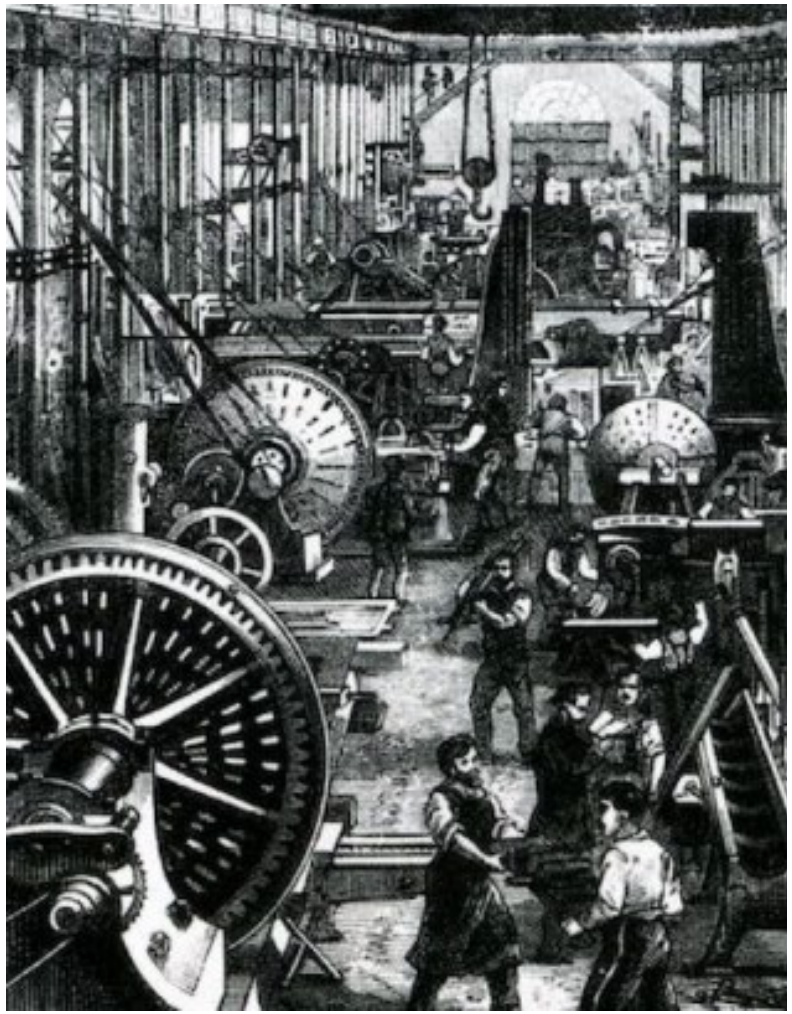
Your Digital Journey

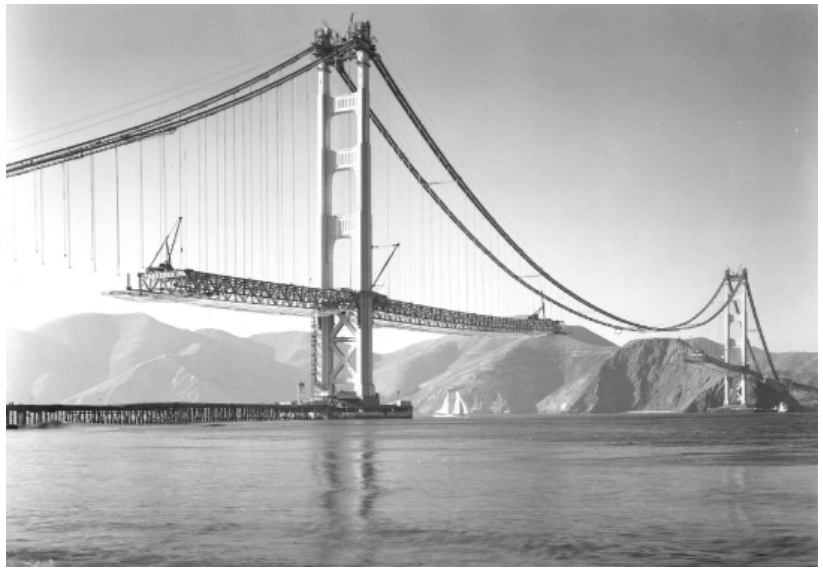
Sir Henry Bessemer

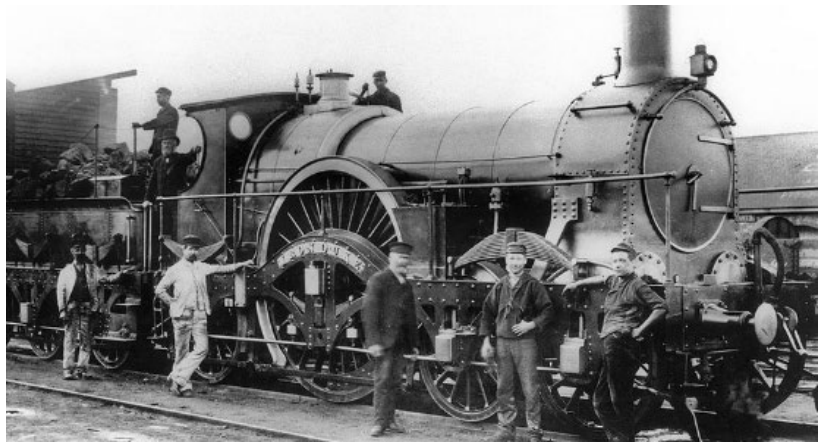




Sir Henry Bessemer

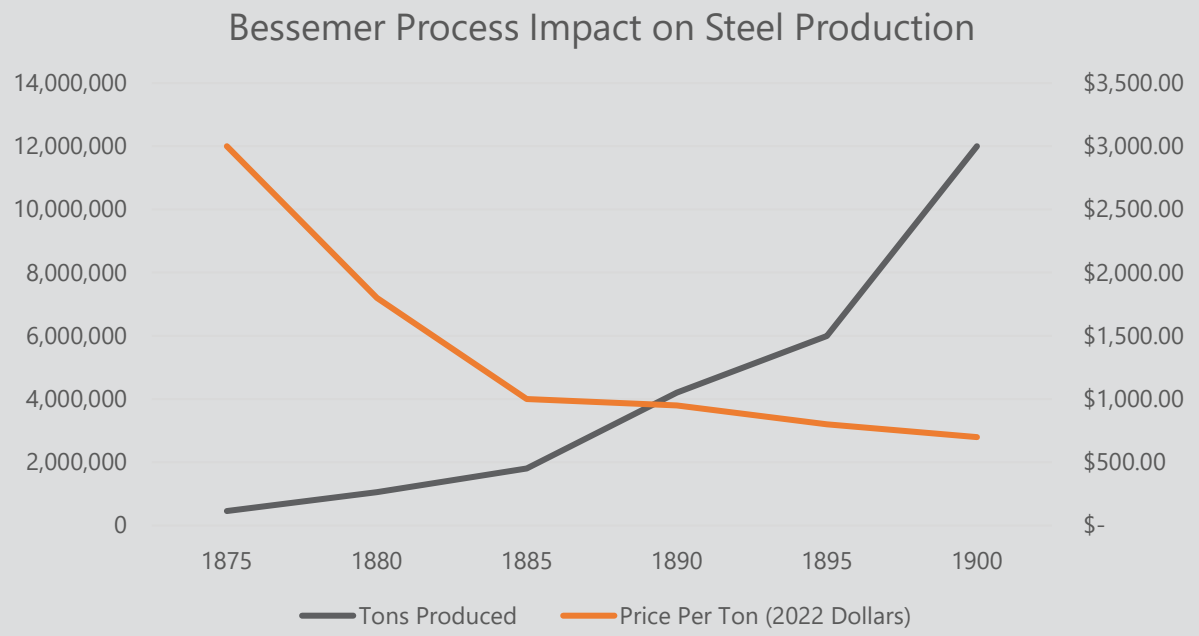






Sir Henry Bessemer

Created the first commercially viable technology for the mass production of steel.



Generative AI

Generative AI is the first commercially viable technology for the mass production of the written word.

Generative AI

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SmartWIN24

Generative AI

To do list…

- **Turn the training proposal into a presentation.** Meeting tomorrow.
- **Review revenue forecasts.** Soft and hard backlog. Create graph.
- **Generate Midtown Boys soccer team intro for first home game.** Friday night!
- **Create a graphic for SmartWIN24.** Problems are just opportunities in work clothes.
- **Create new project write-up.**
- **Extract project details from existing project write-ups.** Work flow for summer interns.

Generative AI

Generative AI is the first commercially viable technology for the mass production of…

Public Speaking Notes

Copilot

Ladies and gentlemen, boys and girls, welcome to the **Eddie S. Henderson Stadium**, where the **Midtown High School Boys Soccer team** is about to take the field! 📣⚽

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- **Region Standings**: In the 5A Area 5 region, they're currently holding the second spot with a **0-0** record [1].
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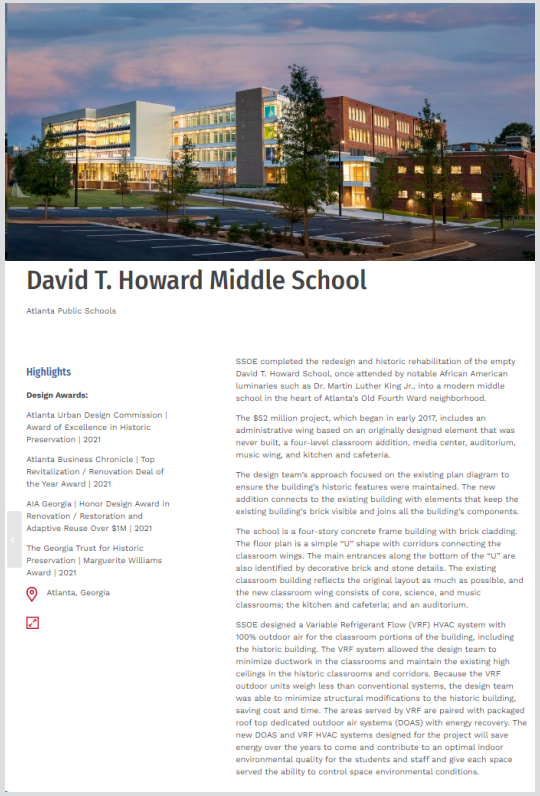
Content Creation



David T. Howard Middle School

Atlanta Public Schools

Highlights

Design Awards:

Atlanta Urban Design Commission | Award of Excellence in Historic Preservation | 2021

Atlanta Business Chronicle | Top Revitalization / Renovation Deal of the Year Award | 2021

AIA Georgia | Honor Design Award in Renovation / Restoration and Adaptive Reuse Over $1M | 2021

The Georgia Trust for Historic Preservation | Marguerite Williams Award | 2021

Atlanta, Georgia

SSOE completed the redesign and historic rehabilitation of the empty David T. Howard School, once attended by notable African American luminaries such as Dr. Martin Luther King Jr., into a modern middle school in the heart of Atlanta's Old Fourth Ward neighborhood.

The $52 million project, which began in early 2017, includes an administrative wing based on an originally designed element that was never built, a four-level classroom addition, media center, auditorium, music wing, and kitchen and cafeteria.

The design team's approach focused on the existing plan diagram to ensure the building's historic features were maintained. The new addition connects to the existing building with elements that keep the existing building's brick visible and joins all the building's components.

The school is a four-story concrete frame building with brick cladding. The floor plan is a simple "U" shape with corridors connecting the classroom wings. The main entrances along the bottom of the "U" are also identified by decorative brick and stone details. The existing classroom building reflects the original layout as much as possible, and the new classroom wing consists of core, science, and music classrooms; the kitchen and cafeteria; and an auditorium.

SSOE designed a Variable Refrigerant Flow (VRF) HVAC system with 100% outdoor air for the classroom portions of the building, including the historic building. The VRF system allowed the design team to minimize ductwork in the classrooms and maintain the existing high ceilings in the historic classrooms and corridors. Because the VRF outdoor units weigh less than conventional systems, the design team was able to minimize structural modifications to the historic building, saving cost and time. The areas served by VRF are paired with packaged roof top dedicated outdoor air systems (DOAS) with energy recovery. The new DOAS and VRF HVAC systems designed for the project will save energy over the years to come and contribute to an optimal indoor environmental quality for the students and staff and give each space served the ability to control space environmental conditions.

Generative AI

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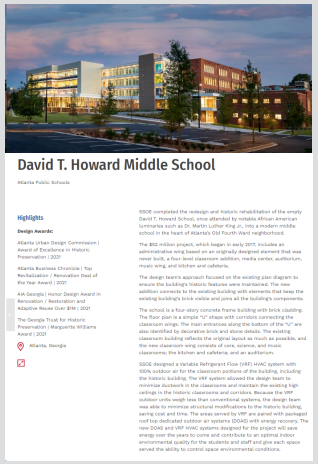
Data Extraction



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Project Name	David T. Howard Middle School Renovation
Project Client	Atlanta Public Schools
Project Location	Atlanta, Georgia
Project Size	Not mentioned
Project Value	$52 million
Project Dates	Early 2017 - 2021
Services Offered	Design and engineering services
Unique Project Attributes	Variable Refrigerant Flow (VRF) HVAC system
	Design that minimizes modifications to the historic building
	Packaged roof top dedicated outdoor air systems (DOAS) with energy recovery
Project Challenges	Renovating a historic building while meeting modern needs
Documented Project Savings	Energy savings from VRF system and DOAS systems
Value Engineering Efforts	Not mentioned

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Presentation Creation

Generative AI

Generative AI is the first commercially viable technology for the mass production of…

Image Creation

Generative AI

Generative AI is the first commercially viable technology for the mass production of…

Data Analysis

	January	February	March	April	May
Hard Backlog	$ 14,000,000	$12,000,000	$12,000,000	$ 6,000,000	$ 5,500,000
Soft Backlog	$ 2,000,000	$ 3,000,000	$ 3,000,000	$ 3,000,000	$ 6,000,000
	$ 16,000,000	$15,000,000	$15,000,000	$ 9,000,000	$11,500,000

Generative AI

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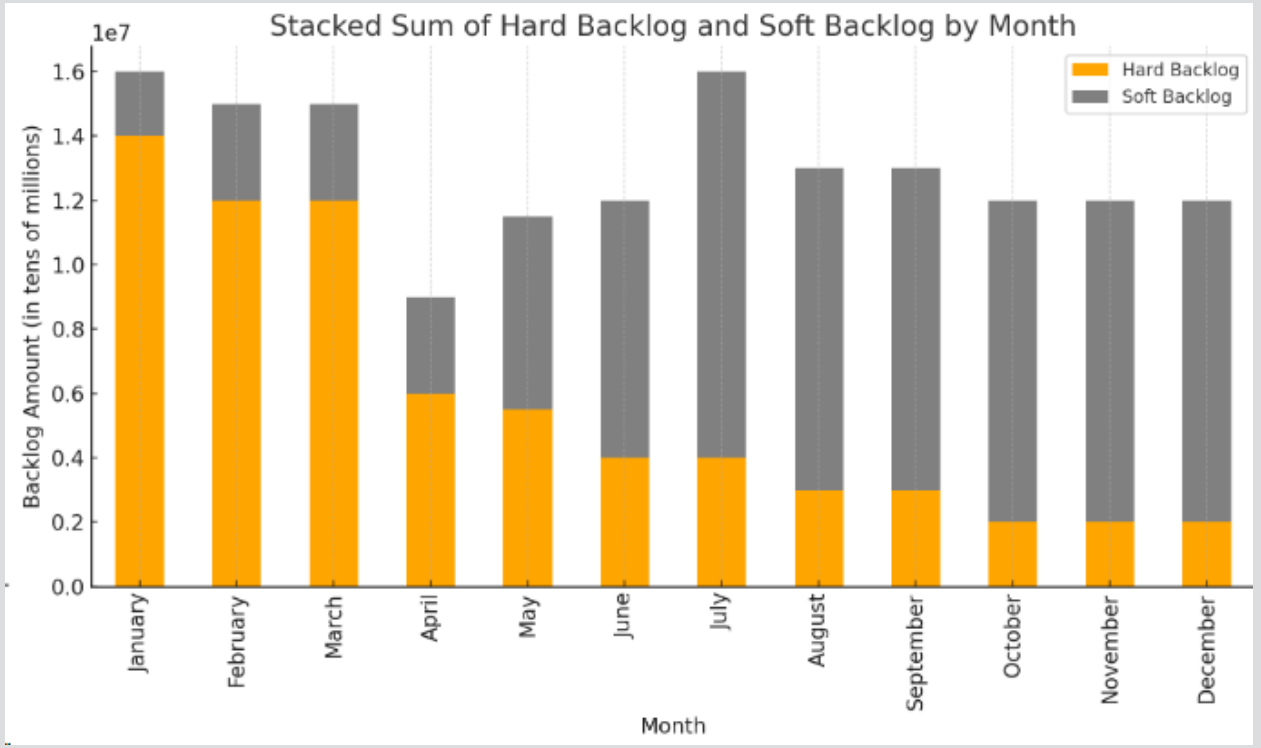
Data Visualization



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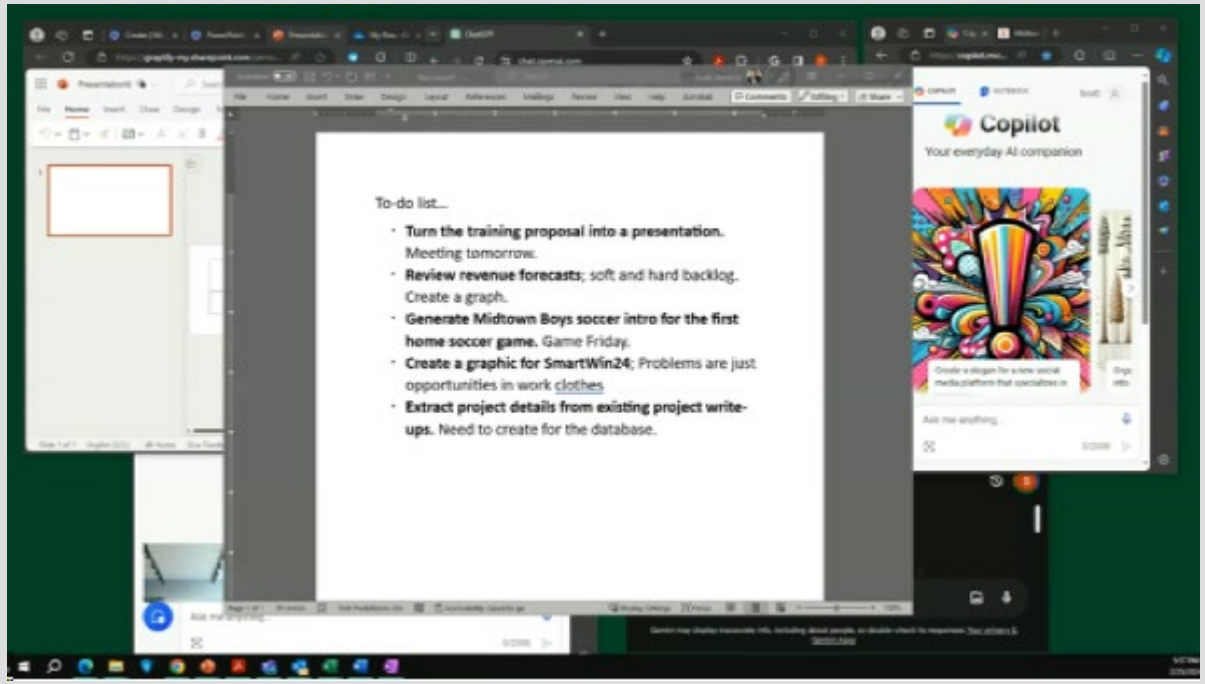
Generative AI

Generative AI is the first commercially viable technology for…

Maximizing Productivity



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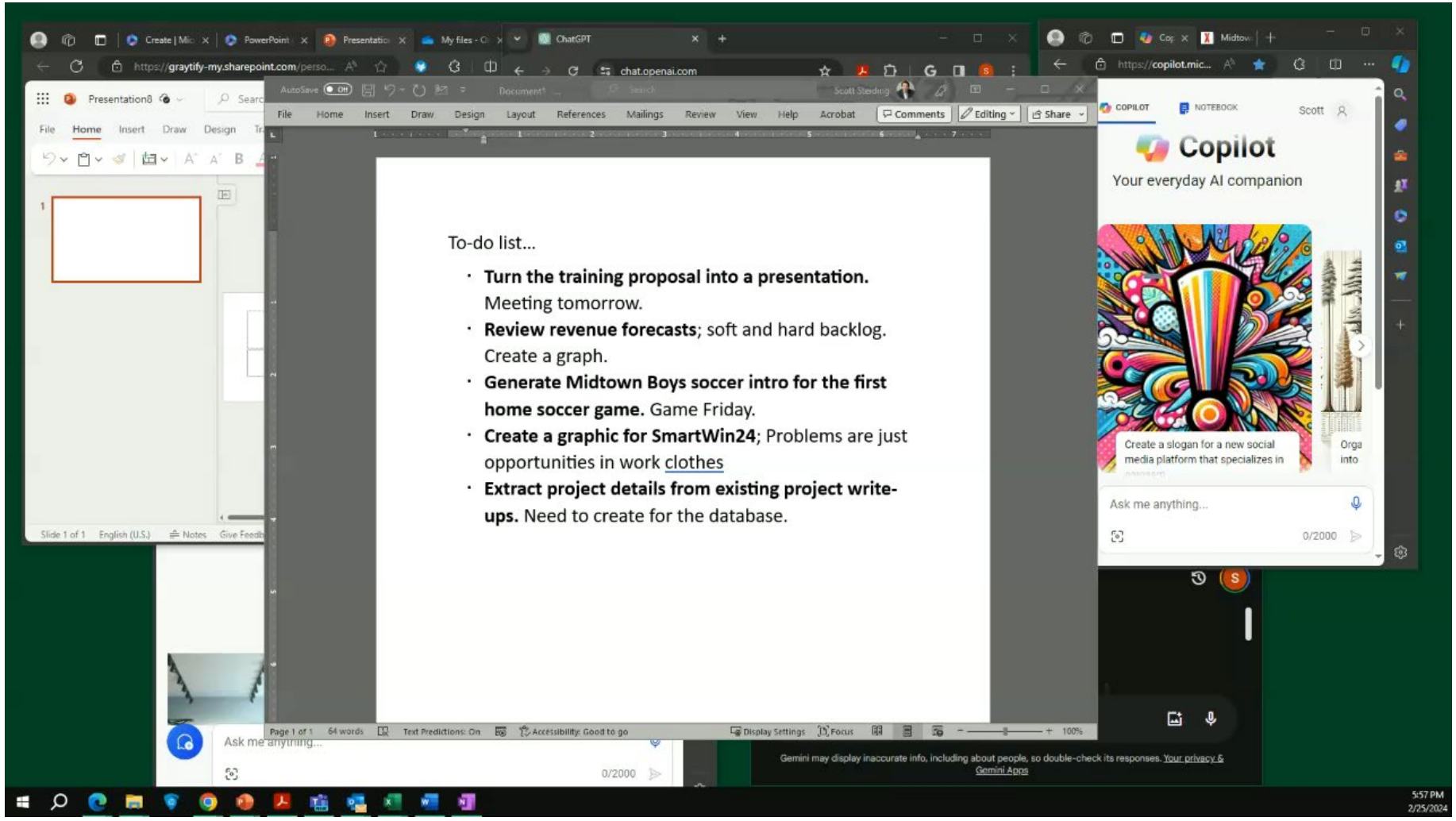
Generative AI



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Generative AI

SMARTEGIES
SmartWIN24

Generative AI

Prompt: A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse. She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians walk about.

Text to Video

great scott! the future IS here...

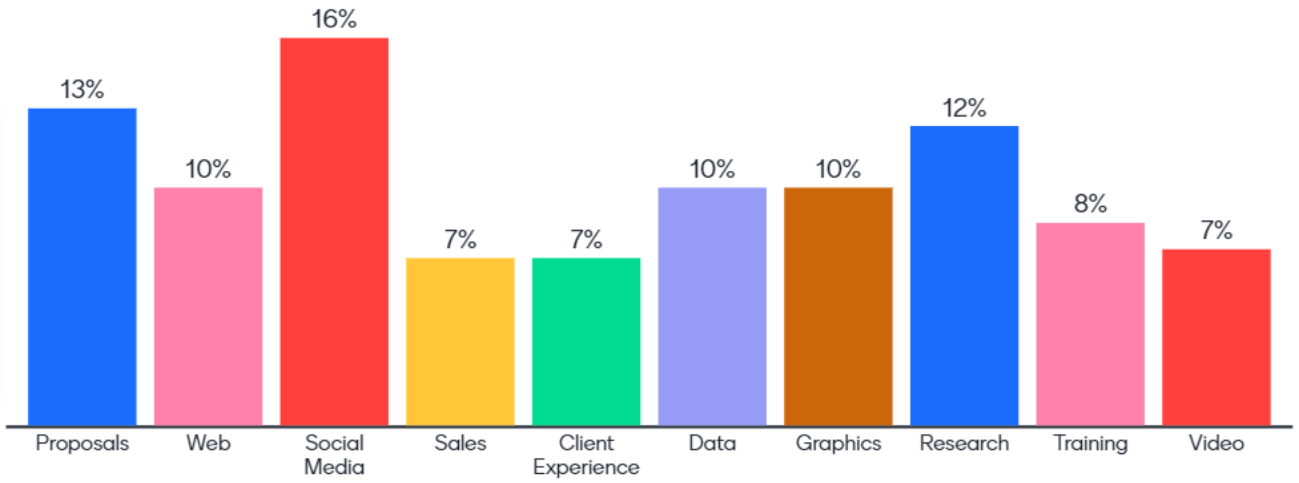
Survey

Your Digital Journey

Join at menti.com | use code 2487 5150

Mentimeter

Where Are You Applying Technology?



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What's Next?

Observations

1. **The Next GPT Better Than the Last**
2. **Microsoft Copilot and Similar**
3. **Rise of the Citizen Developer**
4. **Hyper Personalization**
5. **New Use Cases**
6. **Multimodal AI**
7. **AI Agents**

Don’t Worry

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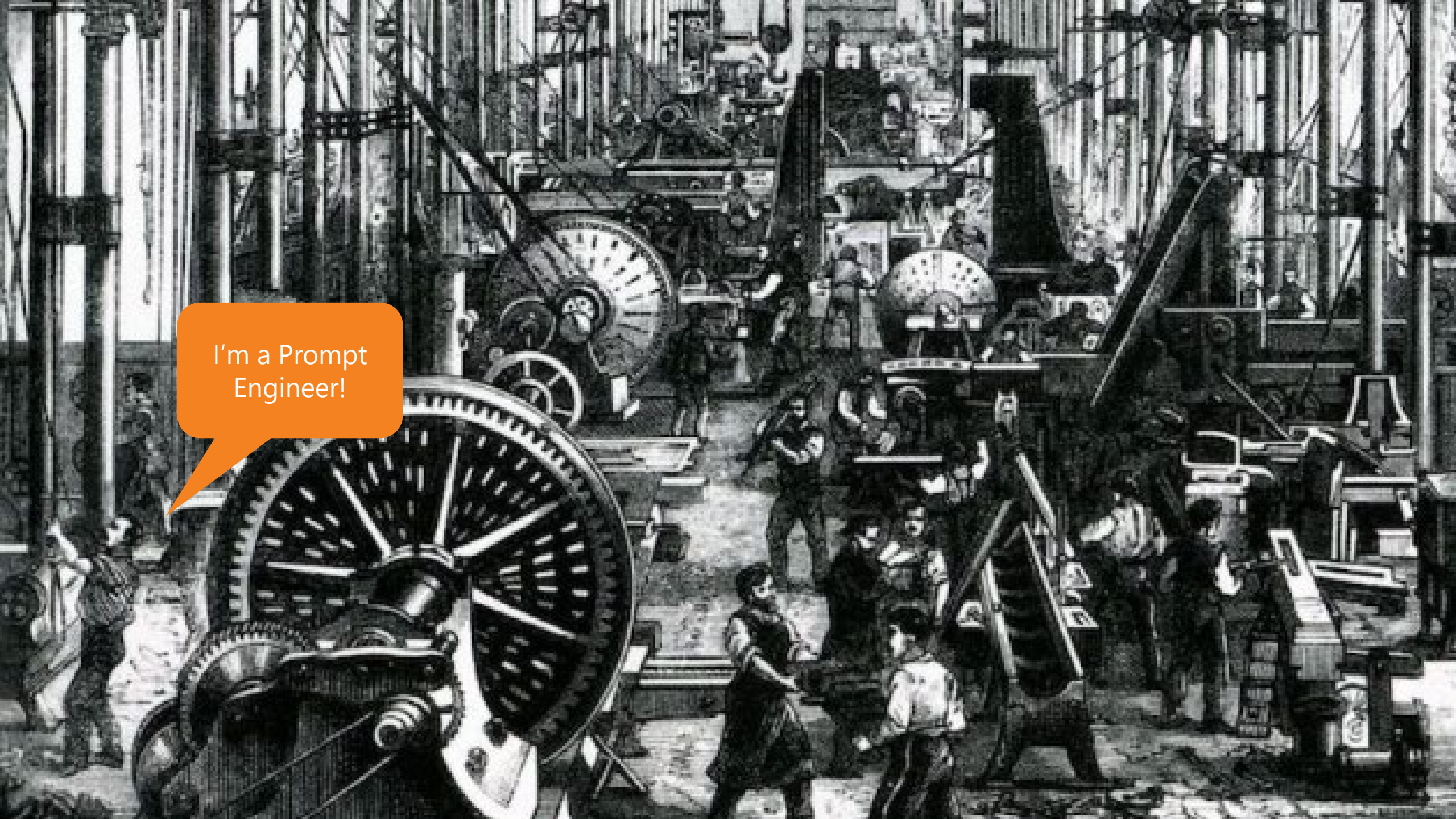
SmartWIN24


I’m a Prompt Engineer!

What Does This Mean?

The Game Is Changing

What do Chocolate, Politics, and Suburban Moms Have in Common?

- **Objectives**
- **Target Audience**
- **Messaging**
- **Channels**
- **Frequency and Timing**
- **Monitor and Optimize**

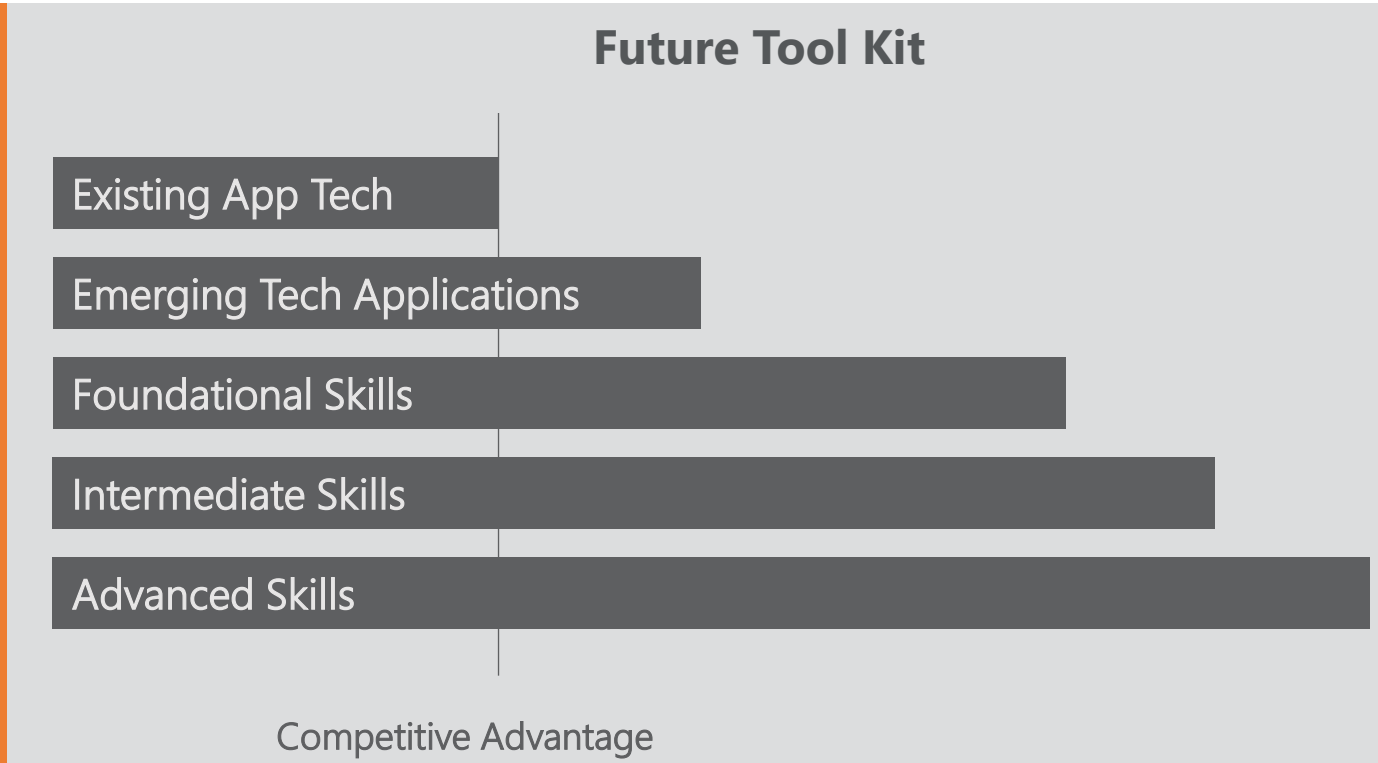
What Does This Mean?

The Game Is Changing

What do productivity tools, proposals and win rates have in common?

How Do We Get There?

Learning becomes the only true competitive advantage



How Do We Get There?

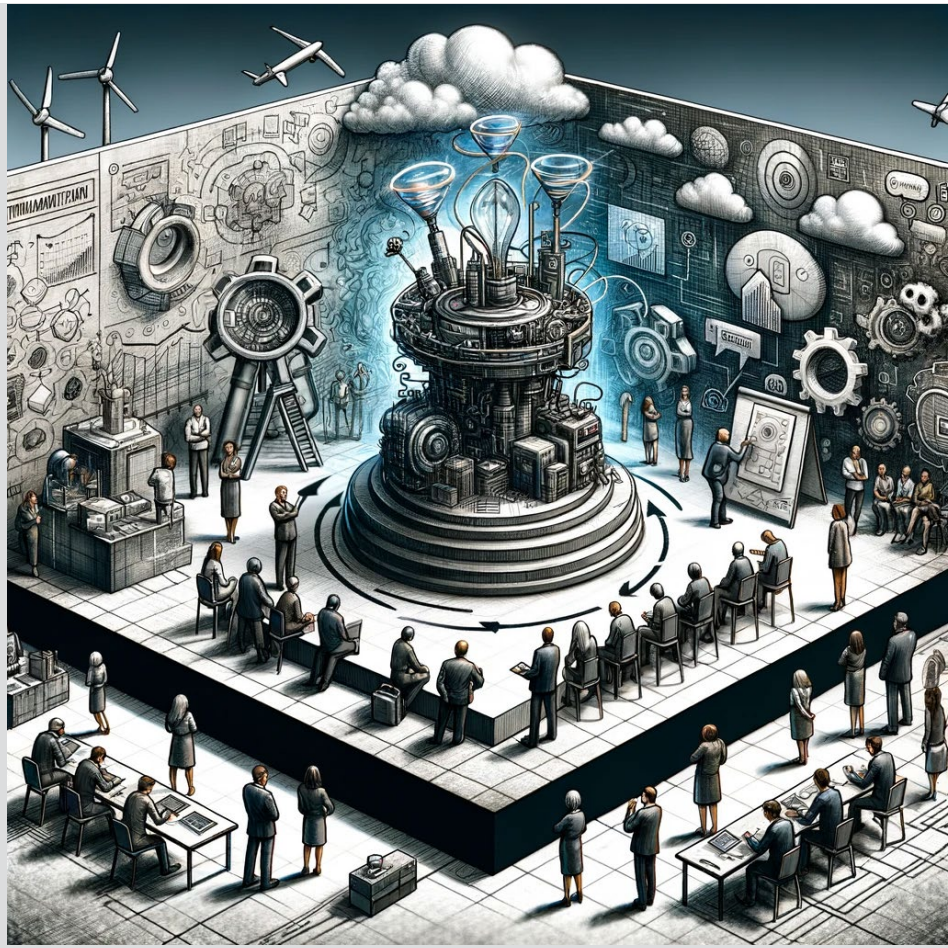
Problems Are Just Opportunities In Work Clothes

How Do We Get There?

Solving For The Future

The standard technology implementation approaches don't work because…

- **we've never implemented tech like this before**
- **we don't speak the language**
- **we don't have huge tech budgets**



How Do We Get There?

Solving For The Future

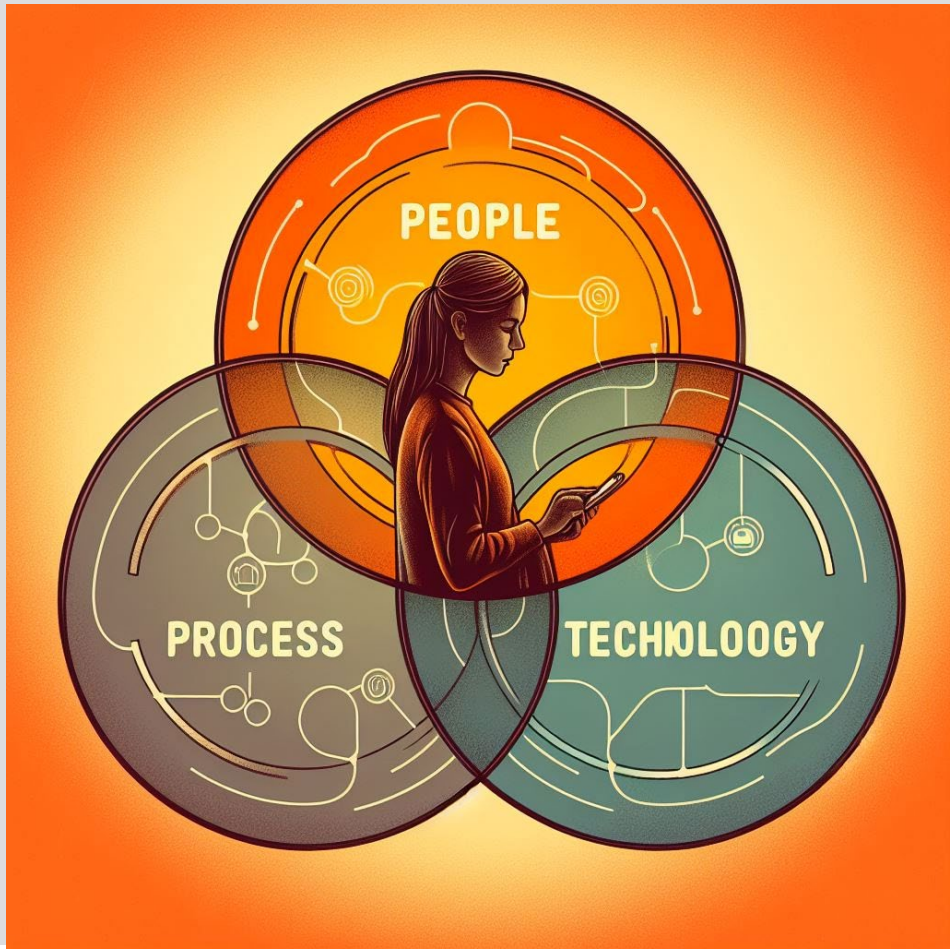
However, no industry is better suited for this journey because…

- **we are smart**
- **we love to learn**
- **we are process oriented**
- **we know how to break down complex challenges**
- **we know how to apply knowledge**

How Do We Get There?

Solving For The Future

- **People – Train and Inspire**
- **Process – Define and Breakdown**
- **Technology – Learn and Apply**
- **Change Management – Accelerate**



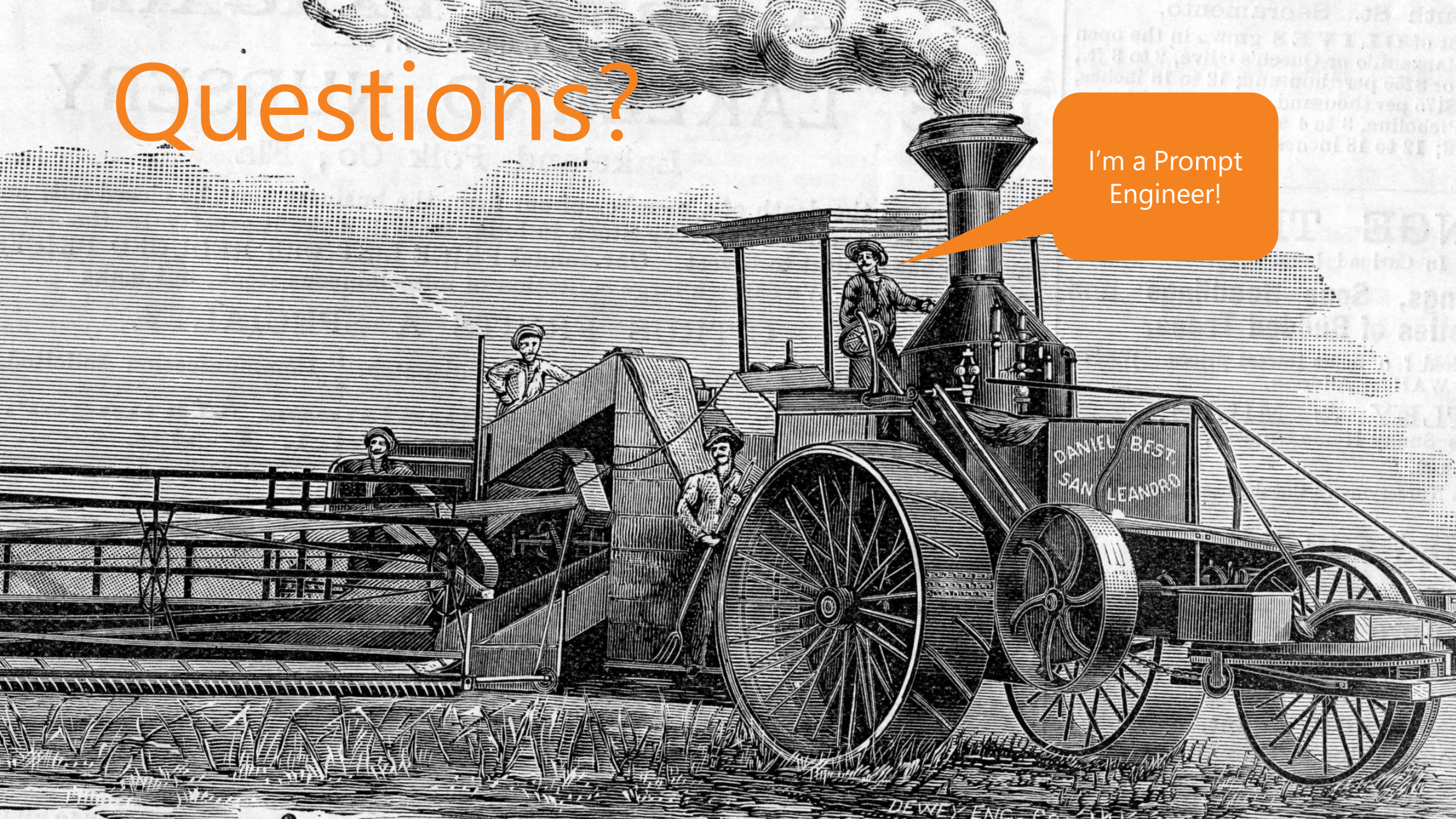
How Do We Get There?

Solving For The Future

Start with your team…

- **Who can help define process?**
- **Who can help organize your data?**
- **Who can help learn about technology?**
- **Who are your subject matter experts?**

Questions?



Contact us if you want to learn more about implementing productivity tools or with your people, process, and technology questions.

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Principal
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PRODUCTIVE PURSUITS

my kids call it Duc Suits

Bonus Slides!

How will this going to impact the workforce?

How Do We Get There?

The Silver Tsunami is Here

By 2030, The youngest Baby Boomers will reach 65. We need a technology boost to replace aging workers.

How will this impact how we work?

Navigating the Jagged Technological Frontier

Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality

September 15, 2023

Product Development

- Ideation
- Conceptualize
- Analytics
- Persuasiveness
- Writing

Business Problem Solving

- Quantitative Data
- Customer Interviews
- Company Interviews
- Persuasiveness
- Writing

Navigating the Jagged Technological Frontier

Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality

September 15, 2023

Consultants using Generative AI (ChatGPT 3.5) **finished 12% more tasks** on average, **completed tasks 25% more quickly**, and produced **40% higher quality results** than those without.

Centaur work has a clear line between person and machine. Centaurs have a strategic division of labor, switching between AI and human tasks, allocating responsibilities based on the strengths and capabilities of each entity.

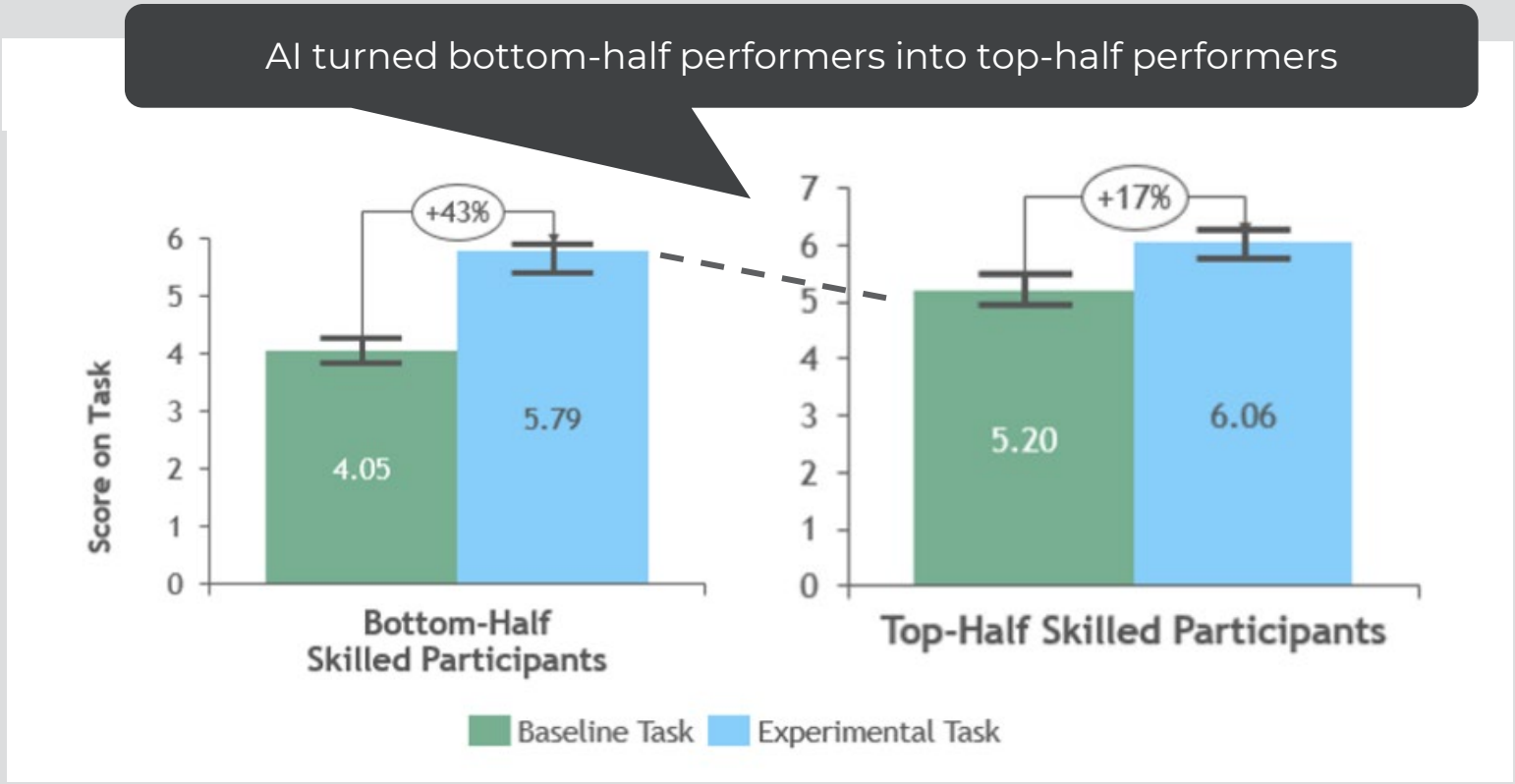
Cyborgs blend machine and person. Cyborgs work in tandem with AI, moving back and forth over the jagged frontier, integrating their work efforts, not just delegating certain tasks.

Navigating the Jagged Technological Frontier

Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality

September 15, 2023

Generative AI has the potential to level-up the bottom half of your employees. **Top-half performers demonstrated a 17% improvement**, when using AI, while **bottom-half performers demonstrated a 43% improvement**.

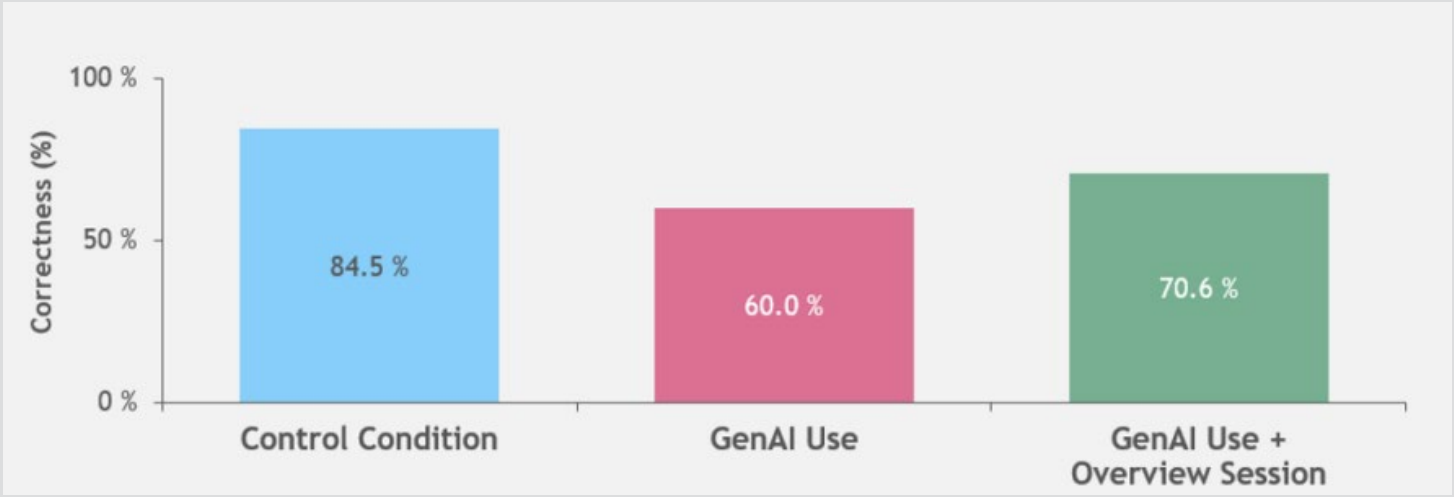


Navigating the Jagged Technological Frontier

Field Experimental Evidence of the Effects of AI on Knowledge Worker Productivity and Quality

September 15, 2023

However…AI can quickly lead to a false sense of security. **Participants without Generative AI solved nearly 85% of problems outside of current AI capabilities**, performing significantly better than those relying on Generative AI.



How will this impact our industry?

What Does This Mean?

Observations that may prove correct

1. **GPTs become a commodity**
2. **Data becomes gold**
3. **All technologies become easier to implement**
4. **Learning becomes the only true competitive advantage**