



Riding the Wave

CAPITALIZING ON THE VELOCITY OF CHANGE

44TH ANNUAL ECC CONFERENCE

Success Through Agility



Larry East, Jr.

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Success Through Agility



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Executive Vice President & General Manager
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Success Through Agility



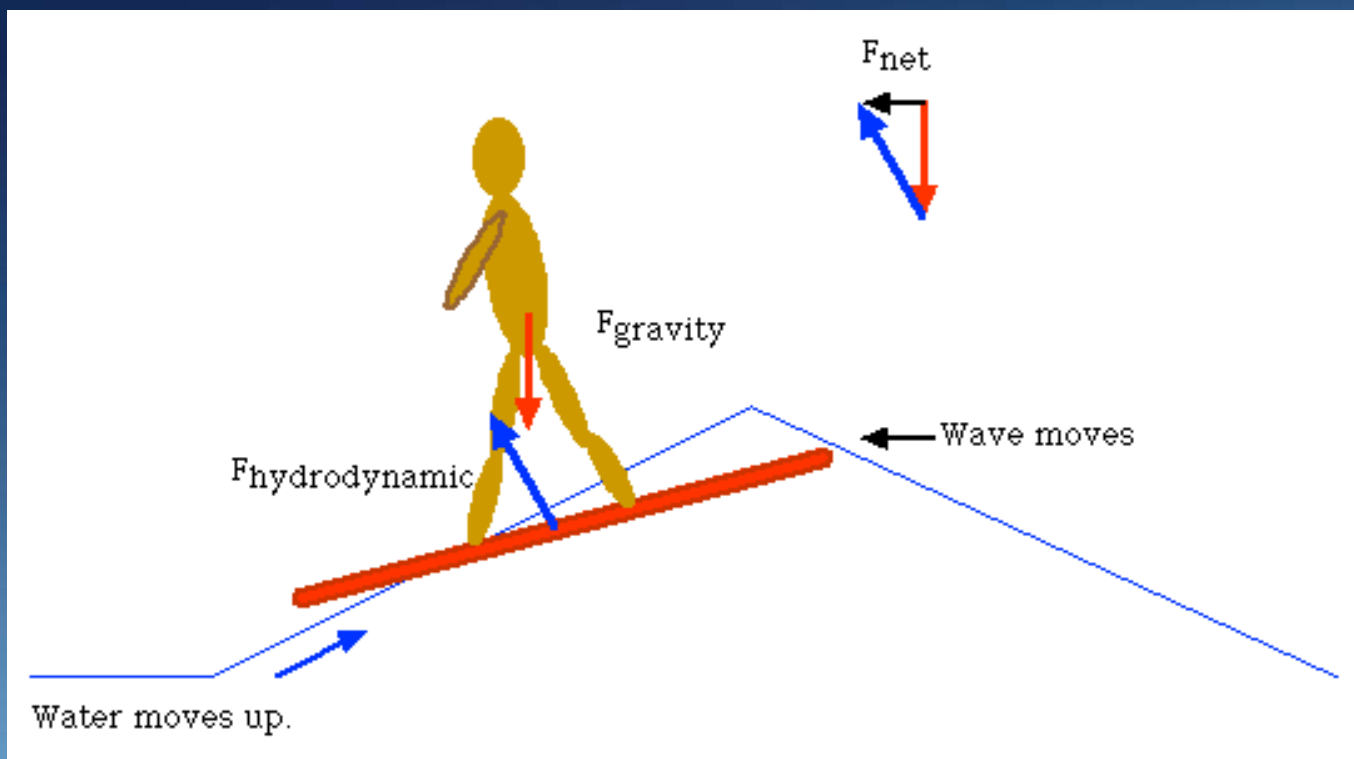
Dean Wenner

Executive Vice President & General Manager
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Richard Design Services

SUCCESS THROUGH AGILITY



Agility





Agility





Agility





Opening Question

- As a panel that represents a diverse cross section of Industry, what first came to mind for you when you heard about today's topic of Success through Agility?



Agility

“There is at least one point in the history of any company when you have to change dramatically to rise to the next level of performance. Miss that moment – and you start to decline.”

– Andy Grove



Takeaway

- Don't let the future happen to you



Takeaway

- Don't let the future happen to you
- Anticipate and Deliver Value to Your Clients



Takeaway

- Don't let the future happen to you
- Anticipate and Deliver Value to Your Clients
- Clear Understanding – Clear Alignment



Two Part ARS Question

Select from the following that best represents your business

- 1 for Owner
- 2 for Contractor
- 3 for Consultant
- 4 for Supplier

Then answer the following question:

“Do you have a culture in your company that enables agility?”

- 1 for Yes
- 2 for No.



Question for Gerry

- Intel's business is a little different than that of the majority of our audience. Tell us about the importance of agility in your rapidly changing and demanding industry.



Takeaway

- A Culture where all are striving to achieve the same success is essential



Takeaway

- A Culture where all are striving to achieve the same success is essential
- Clarity and Focus through Leadership



Takeaway

- A Culture where all are striving to achieve the same success is essential
- Clarity and Focus through Leadership
- Execution Culture must reflect Leadership Culture



Question for Dean

- In your experiences in the EPC industry, I'm sure you are constantly challenged with the need to execute projects faster and faster at the lowest cost with exceptional quality in difficult regions of the world. What can you tell our audience of your experiences or ideas to help them adapt to the many challenges we face each and every day on capital projects?



Alignment





Takeaway

- Team Make-up and Real-Time Measurement & Forecasting of Goals fosters Agility



Takeaway

- Team Make-up and Real-Time Measurement & Forecasting of Goals fosters Agility
- Advanced construction technology fosters Agility



Takeaway

- Team Make-up and Real-Time Measurement & Forecasting of Goals fosters Agility
- Advanced construction technology fosters Agility
- Urgency to Action with collaboration, transparency, and trust



Question to Jiri

- Our conference theme is Riding the Wave - capitalizing on the velocity of change. We are all experiencing the need for speed in our project development and execution. This seems to foster an approach in direct contrast to our more conventional disciplined and methodical approach of front end loading where we define first with discipline and then execute. Is it really a contrast?



Takeaway

- Front end loading thoughtfully applied



Takeaway

- Front end loading thoughtfully applied
- The ability to collect, organize, and analyze data continuously enables sound judgment and agility necessary to achieve the velocities demanded of future projects



Takeaway

- Front end loading thoughtfully applied
- The ability to collect, organize, and analyze data continuously enables sound judgment and agility necessary to achieve the velocities demanded of future projects
- Ability to think BEYOND our written procedures



Question to Dean

- We owners are coming with larger and larger projects, in new parts of the world, and wanting them executed at breakneck speed. Often times getting to you with less and less definition. Again, from the contractor point of view, does this concern you? How do you engage with Agility?



Takeaway

- Transparency and Balance of Risk fosters Agility



Takeaway

- Transparency and Balance of Risk fosters Agility
- Execution Culture demanding alignment to common goals



Question to Gerry

- As leaders in microelectronics, you guys have an extremely short product lifecycle. Your company along with its projects requires a high level of agility and adaptability as the next new product is coming fast. How does empowerment of the project team at Intel foster Agility and contribute to your success?



Takeaway

- Established culture at the heart of every employee. “If We can imagine it, We can build it” This is incredibly empowering



Takeaway

- Established culture at the heart of every employee. “If We can imagine it, We can build it” This is incredibly empowering
- Owner engagement with Contractor early greatly improves alignment



Question to Jiri

- It seems we strive more and more to document in written word everything we do or need to do on a project. We create thousands of procedures, standards, and specifications. We try to fit everything we do in a specific guideline. Has there been too much rigidity put on to our projects?
Have rules over taken our BRAINS??



Takeaway

- Engage thinking beyond the box rather than checking the box



Takeaway

- Engage thinking beyond the box rather than checking the box
- Executive Leadership support of innovation at project level unleashes Agility



ARS Question

- Based on today's dialog, would your company benefit from a culture that enables agility?

1 for Yes

2 for No



ARS Question

- Does your company have a culture that enables agility?

1 for Yes

2 for No

Success Through Agility





Questions?

- Mr. Gerry Sprentall – Intel Corporation
- Dr. Jiri Maly – McKinsey & Company
- Mr. Dean Wenner – Richard Design Services



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