

Management Topic 4

Arch-Manu | UNSW Business School

Enhancing Future Preparedness in the AEC Sector

Exploring Scenarios and Proactive Measures

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The Power of Change

Change is Inevitable!

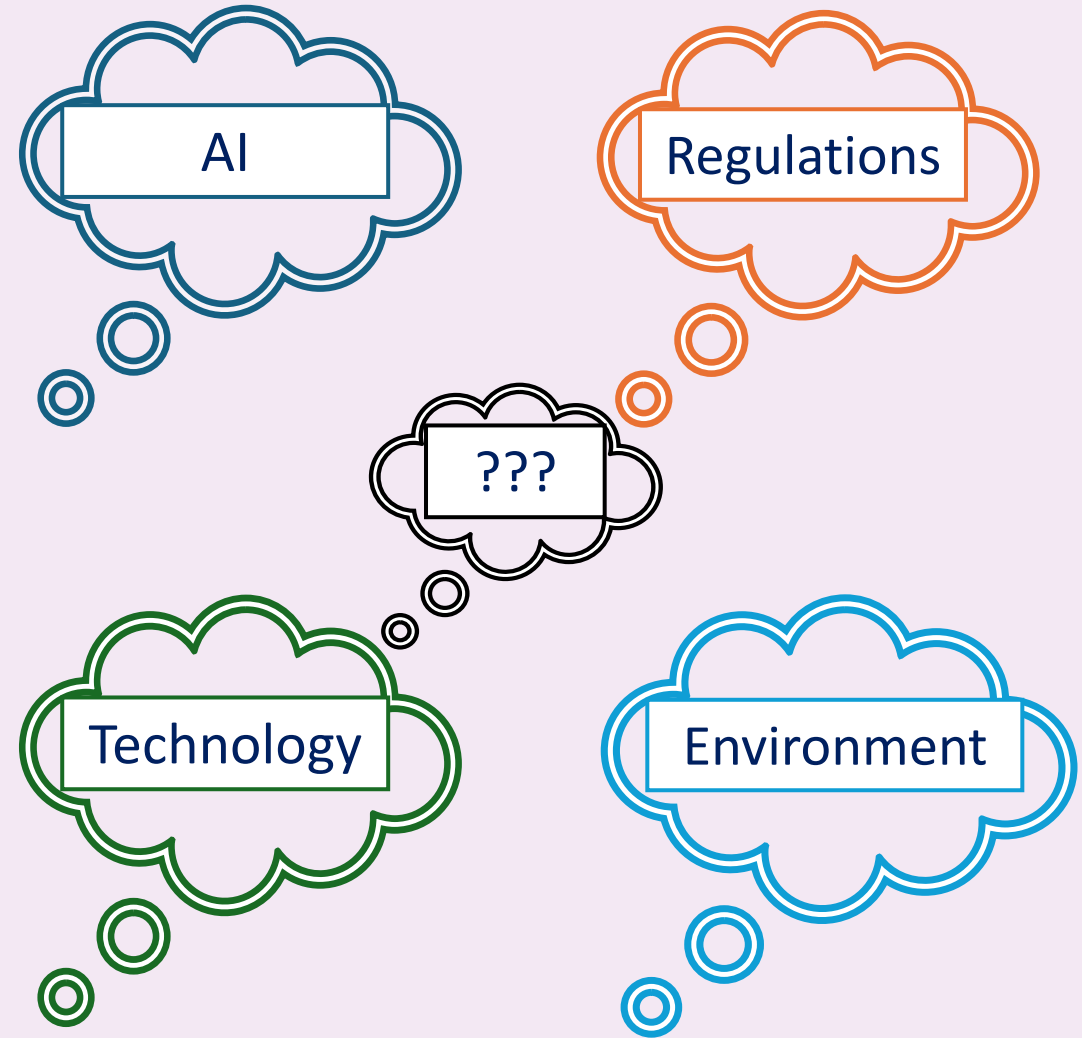
Predicting Future is Difficult!

Scenario Analysis Stretches Thinking

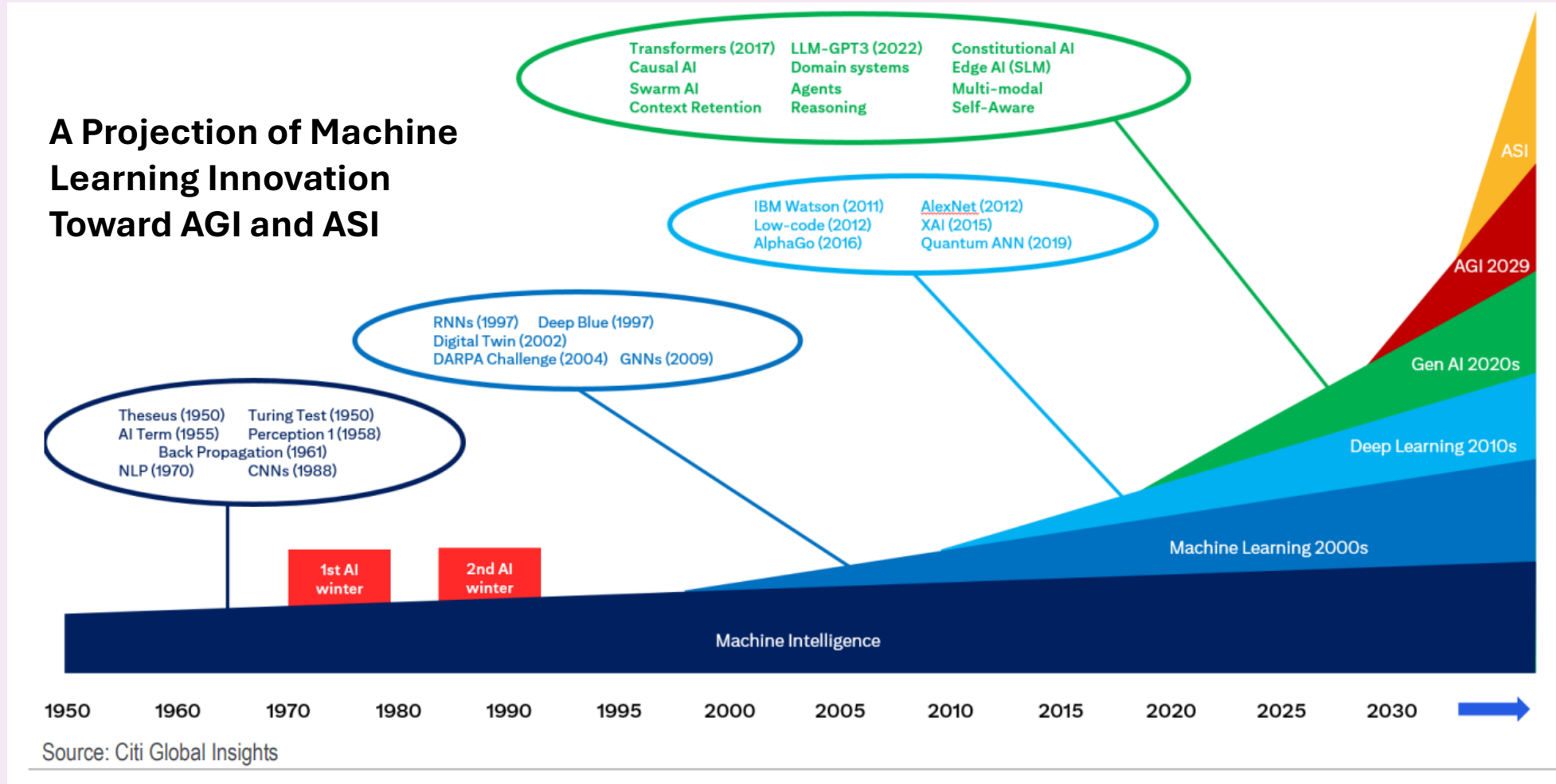
Uncertainties in the AEC Sector

Several uncertainties shaping the future.

Strategic choice: Status Quo, React, Respond



For example, uncertainty on the pace and impact of machine learning and AI will likely impact scenarios of the future. . .



Uncertain impact
on required AEC
work and how
work is done

Source: **CITI Global Insights Report - May 2024:** [WHAT MACHINES CAN'T MASTER :Human skills to thrive in the age of AI](#)

Research Questions



What are the potential scenarios for the future of the AEC Sector?



What proactive measures should firms take to prepare for them?

Research Considerations

1

Forces impacting the Architecture, Engineering, and Construction sector.

2

What capabilities lead to stronger future thinking and foresight?

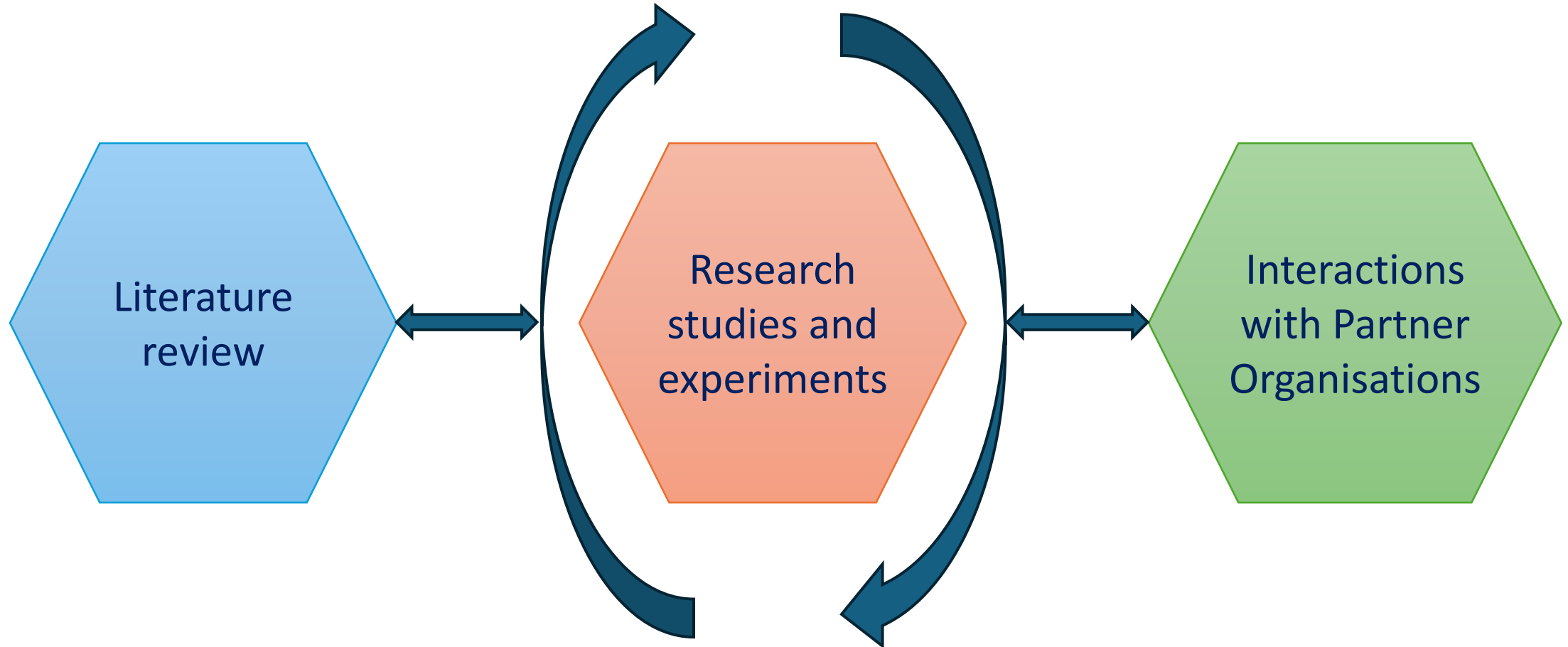
3

How to leverage scenario analysis practiced in design for scenario analysis in business?

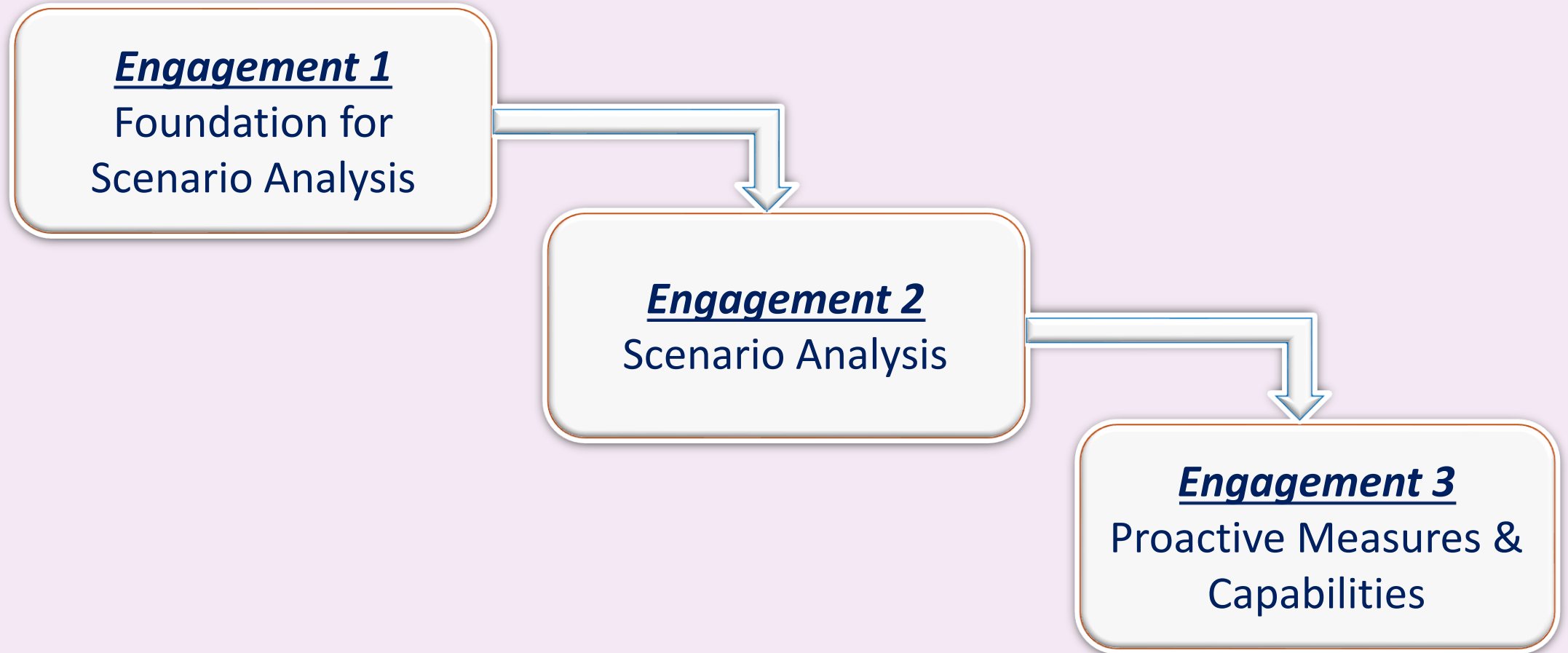
4

Understanding AI's potential role in effective scenario analysis.

Research Progress



Research Initiatives & Engagements



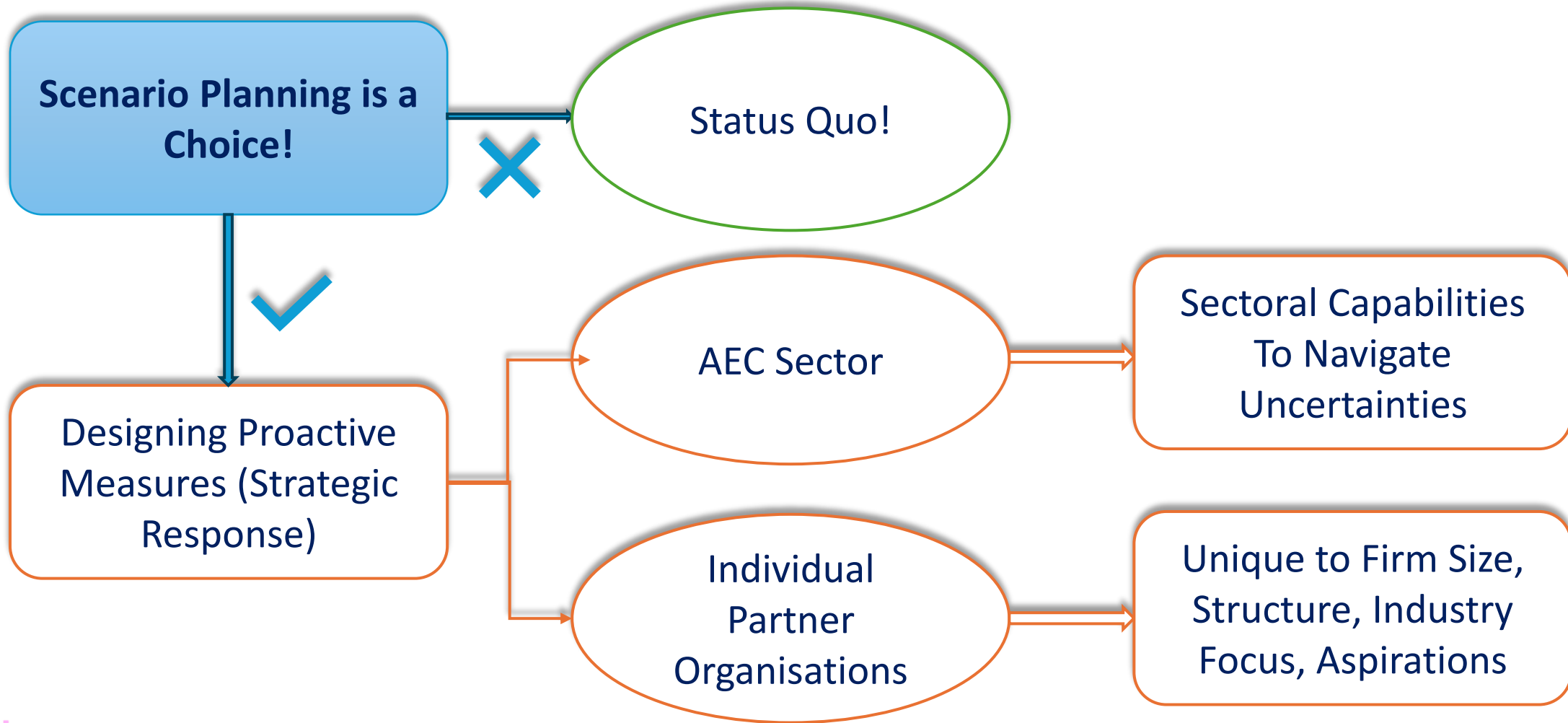
Intervention 1 – Foundation for Scenario Analysis



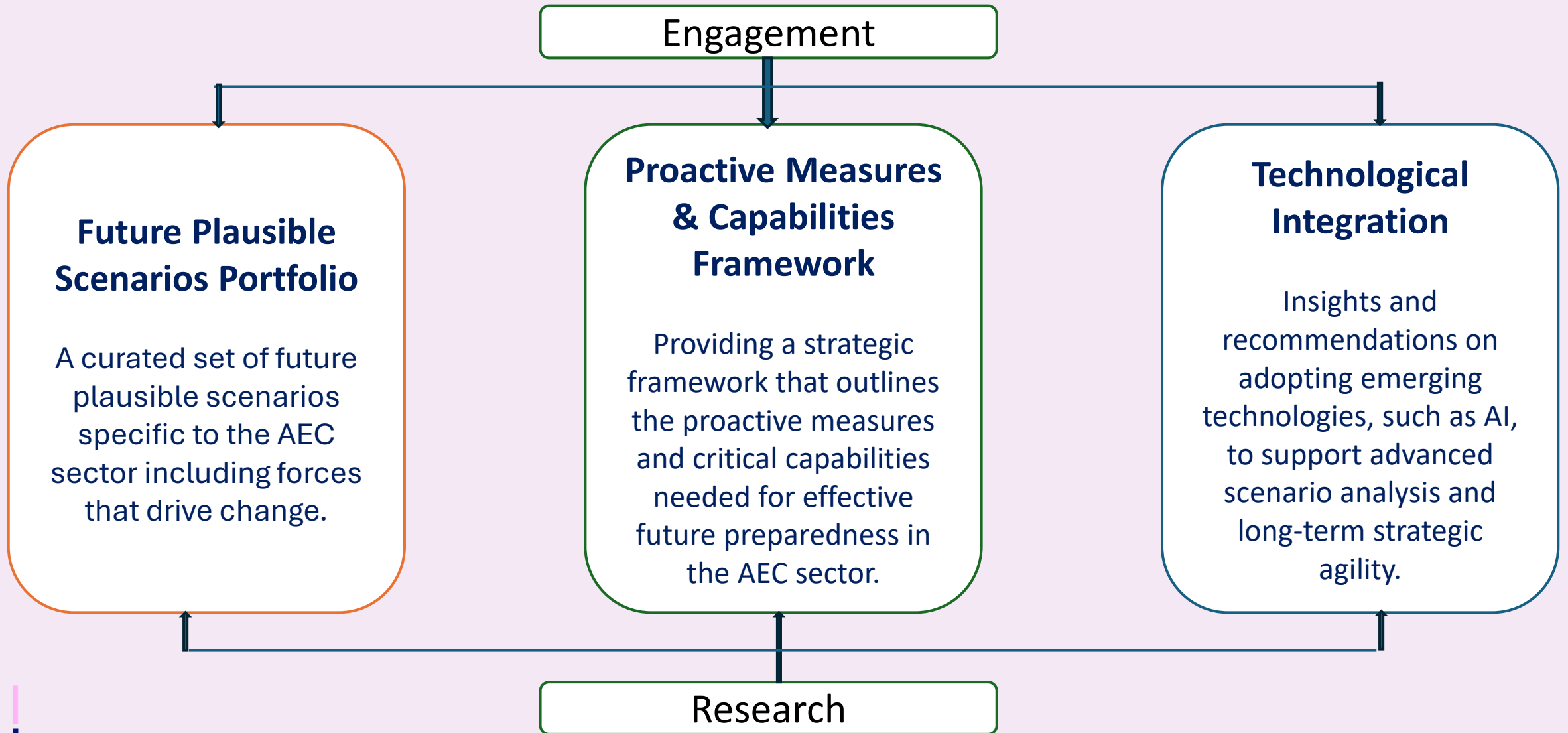
Intervention 2 – Scenario Analysis



Intervention 3 – Proactive Measures



Anticipated Research Outcomes



Thank You

I Look Forward to Research Engagements!!!

Questions & Comments Please!