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Project Plan

IPRO497-338

Electrical Contractor Business Development with Building Information Modeling (BIM) and Green Technologies

Electrical Contractors' Association of Chicago

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Hamilton, James

Marchi, Nicola

Yousef, Shadi

Medellin, Oscar



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I. Abstract

The IPRO497-338 Team is to continue past IPRO efforts in developing Business Strategies for Electrical Contractors through the use Building Informational Modeling (BIM) and Green Technologies. Past IPRO’s on this subject have focused on the efficiency and benefits of BIM for electrical contracting companies.

Our team however, will focus on the benefits of Business Development Strategies to improve and increase overall business—in this **recession** –in an ever more competitive environment.

We plan to conclude our project with a “Playbook” which will present to our client proven, successful **Business Development Strategies**. This deliverable will help sponsor-members, from the Electrical Contractors’ Association of Chicago, to **“get more work”** – period.

II. Team

Name:	Major:	Year:
Bansal, Neha	Bio-medical Engineering	Senior
Day, Joshua	Electrical Engineering	Senior
Hamilton, James	Architectural Engineering	Senior
Harbour, Zachary	TBD	TBD
Lee, Dong Kyu	Architectural Engineering	Junior
Marchi, Nicola	Architecture	Senior
Medellin, Oscar	Information Technology & Management	Junior
Mukashambo, Marine	Architecture	Senior
Panek, Mark	Civil Engineering	Junior
Yousef, Shadi	Electrical Engineering	Senior

III. Background

We’ve just experienced a Great Recession – a dramatic economic downturn of the kind not seen in this country since The Great Depression which began in 1929. Unemployment rates are near 10%, while underemployment is close to 20% by some figures, close to 16% according to others. The Housing and Construction industries have been hit hard, job numbers have plummeted.

The Electrical Construction industry which had close to 10,000 persons employed (journeymen, apprentices) now struggles to maintain 6,000 employed. The IBEW Local 134



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(Chicago) is doing almost no new training. Companies struggle to keep “staff” electricians busy and some have reduced staff by up-to 50% in some cases.

The Electrical Contractors' Association of Chicago is the sponsor of this IPRO. The ECA provides its members with business-related resources and information, a dynamic tool for professional development, information on association business, training opportunities, and many other services (labor relations, codes, standards, association committees, etc.).



IV. Team Values Statement

Desired Behavior

1. Treat ECA members as the customer
2. Exceed the expectations of our IPRO sponsor
3. Produce to the best of our ability, and utilize our natural talents and well developed skills in-full, while staying true to iit – a national, technological, Ph.D.-granting research university, with world-renowned programs in engineering, architecture, the sciences, humanities, psychology, business, law and design
4. Ask questions
5. Listen
6. Respect the ideas of other IPRO teammates and encourage open dialogue
7. Maintain a professional attitude at all times and in all team interactions
8. Be conscientious – 100% paperless, “good work”
9. Have fun!
10. Solve the problem

Conflict Resolution

IPRO497-338 will follow the “A-E-I-O-U” model of Conflict Resolution. We promise to communicate all concerns to our team and seek alternative resolutions when all else fails. We promise to separate the person from the problem, to keep civility alive at all times while focusing solely on the problem at hand.

- Assume others mean well
- Express one’s feelings
- Identify your desired scenario
- Outcomes expected to be made to the group
- Understanding by the group is done on a mature level

V. Work Breakdown Structure

This will be a research-heavy project, to say that the team has elected to convene every class period “in full” – all members must be present all meetings – for status reviews, findings reviews, discussions and updates.

Team Structure



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The team is led by Oscar Medellin, with Joshua Day serving as co-leader. Our Content Team is headed by Shadi Yousef. Research is led by Nicola Marchi and Neha Bansal. Our Secretary is Marine Mukashambo.

Additional information on Team Structure will follow in the coming weeks. Team structure, roles are subject to change without notification.

VI. Expected Results

We will solve the problem. We will be “business-minded” in our research. This IPRO Team will find proven business strategies relevant to the electrical contractor industry, develop a process (e.g., Worksheet) for organization of varying sizes, and educate EC members on business plan creation.

“Playbook” Table of Contents (DRAFT)

1. How to create your own Business Development Plan
2. Process Worksheets
3. List of Potential Strategies for an organization of your size
4. **Action plans (Remember who you are, Where are you going)**
5. References, Appendixes

The problem before is clear. Most of the small companies looking to the ECA for help may have never created a meaningful business development plan. We suspect each member has little knowledge of the how to write, how to use, why such a plan is useful – up-to 70% of the ECA membership may be looking to us to provide them with these processes.

The challenge in front is gigantic – the slow economic recovery which is hitting the nation and the continuing high rates of unemployment, slow thawing of credit markets and lack of new work. But we feel confident and optimistic.

Our clients need to “win the future.” We see a world of possibility if our client is ready to “transform” itself – Optic wiring, Computer wiring, “Smart” grid, BIM, Cable, Networking, Wind turbines, Electric vehicles, and so much more.

VII. Budget

No formal budget is ready at this time.



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Research materials are available at Galvin Library, and other venues, at no cost.

Our Team Values advocate Conscientiousness, to say that we will do our best to; use all of the resources available to us, and more so those that are established and open, and we will not be wasteful.

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