

The War on Commoditization/Marginalization



**a presentation to
ASFE Fall Meeting
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Understand your enemy

Know your Weaknesses

Train your troops



**The War on
Commoditization/Mar
ginalization**

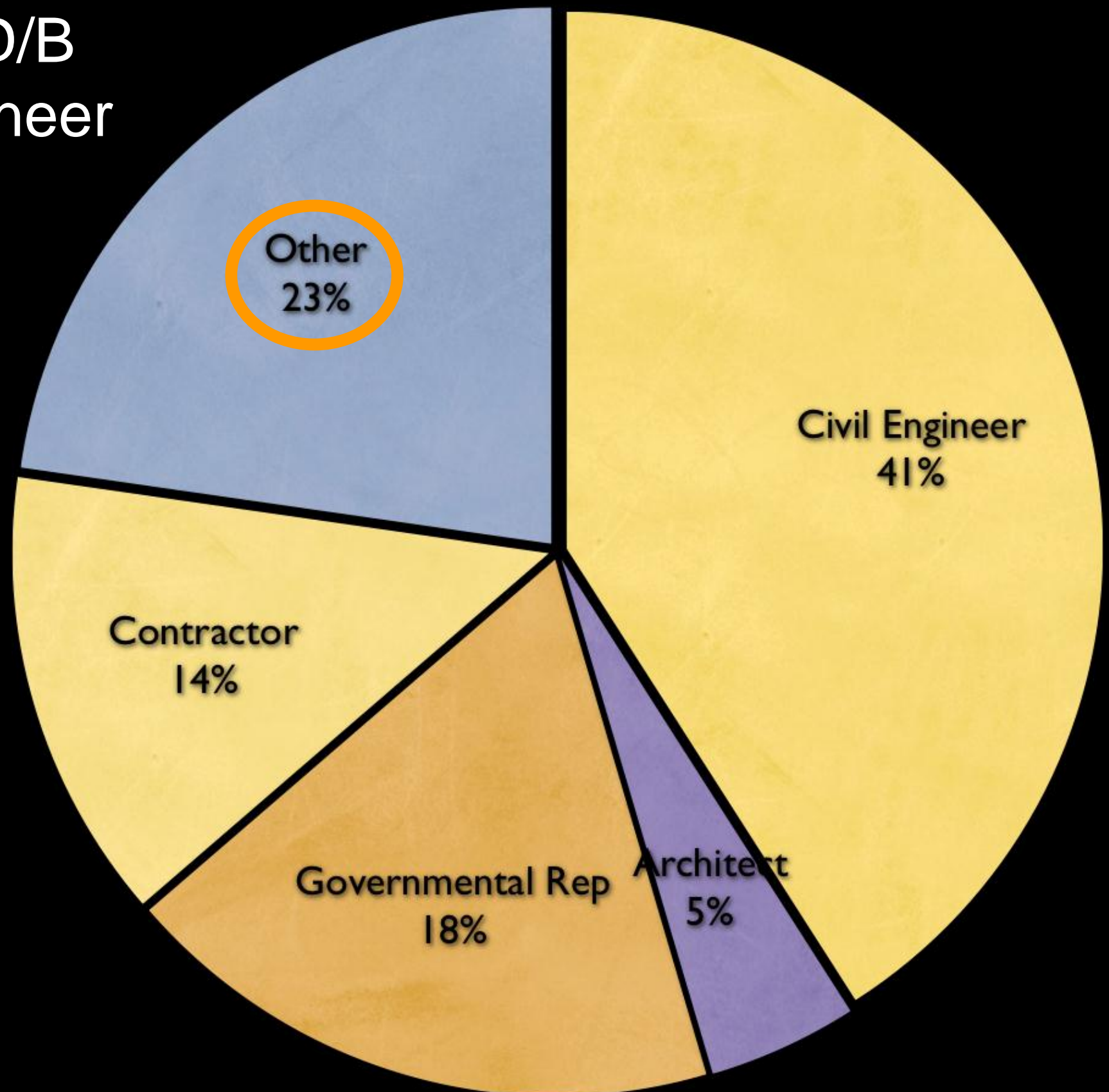
Survey Results



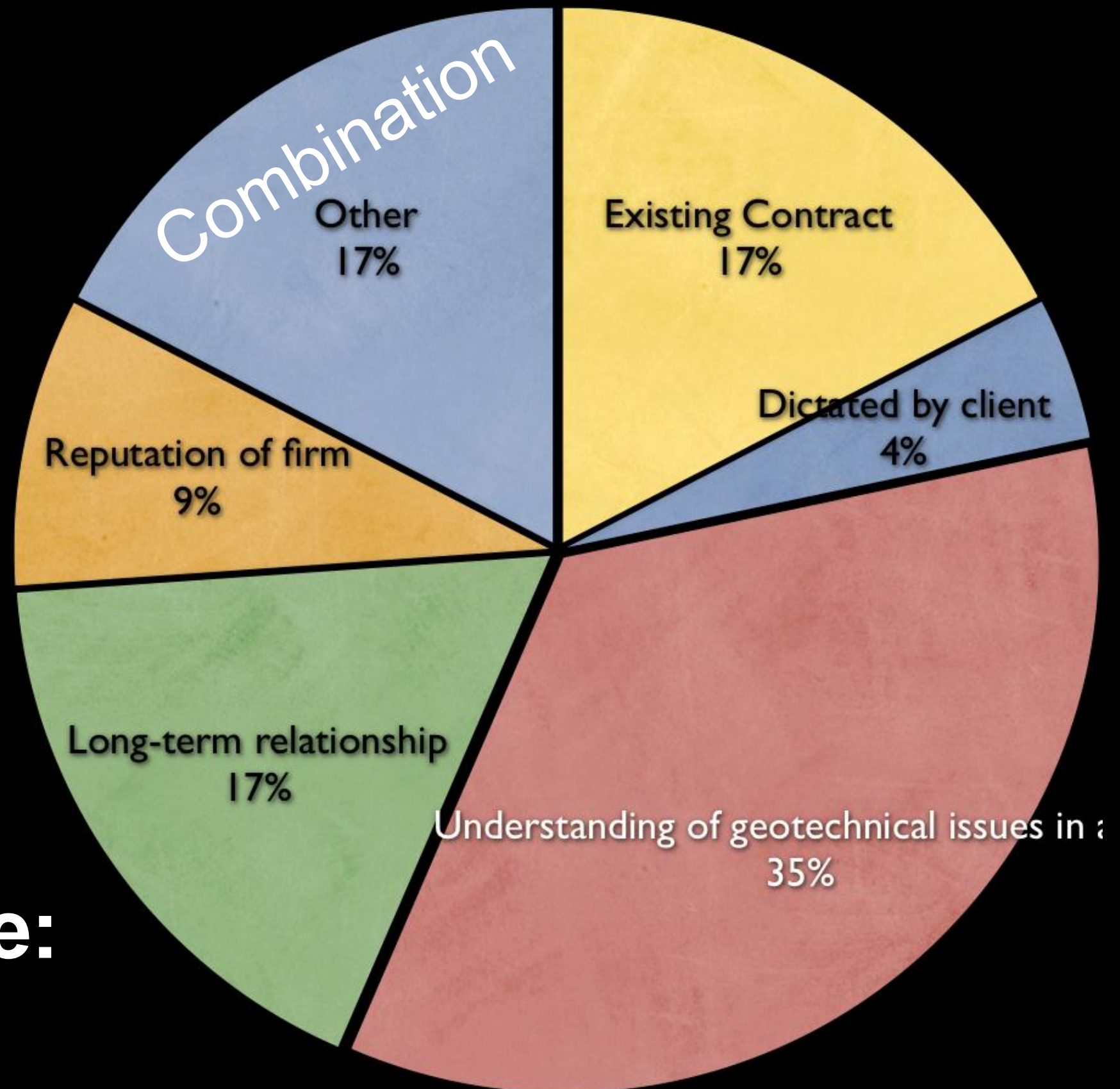
Typical SAME Group

What Do You Do?

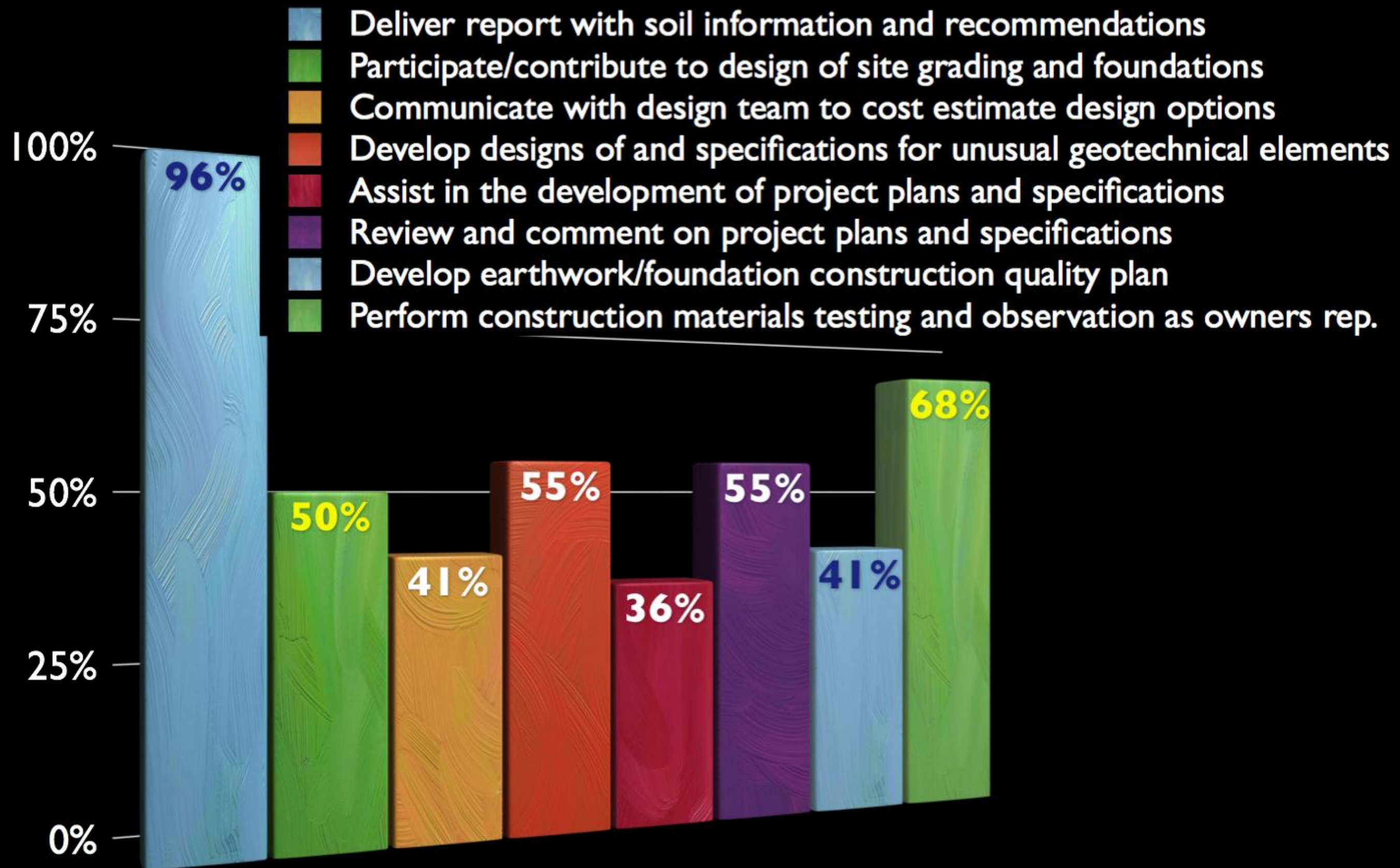
Construction D/B
Architect/Engineer
Geotechnical
Marketing



How Do You Select a Geotechnical Firm?

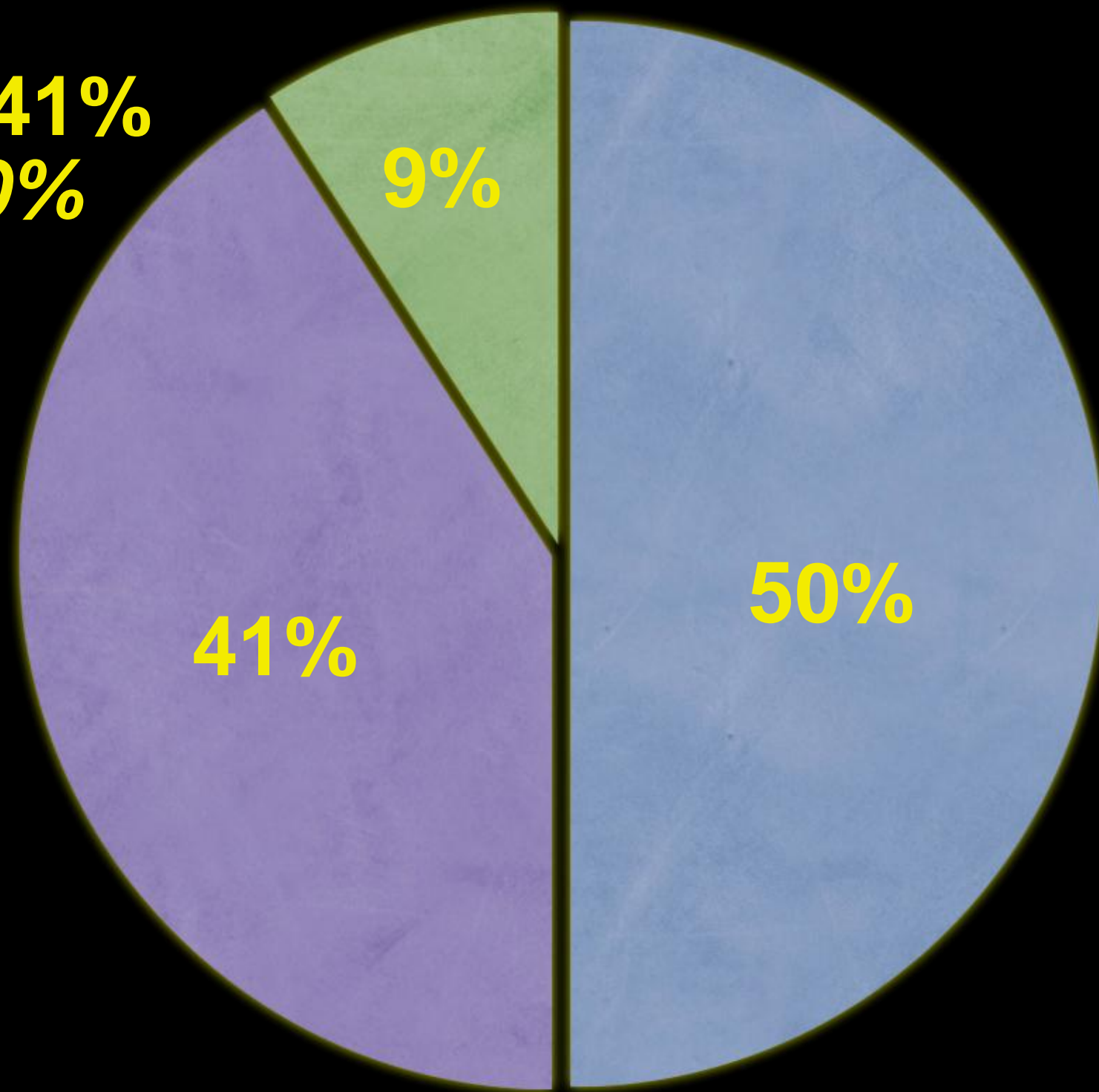


Expectations of a Geotechnical Engineer?



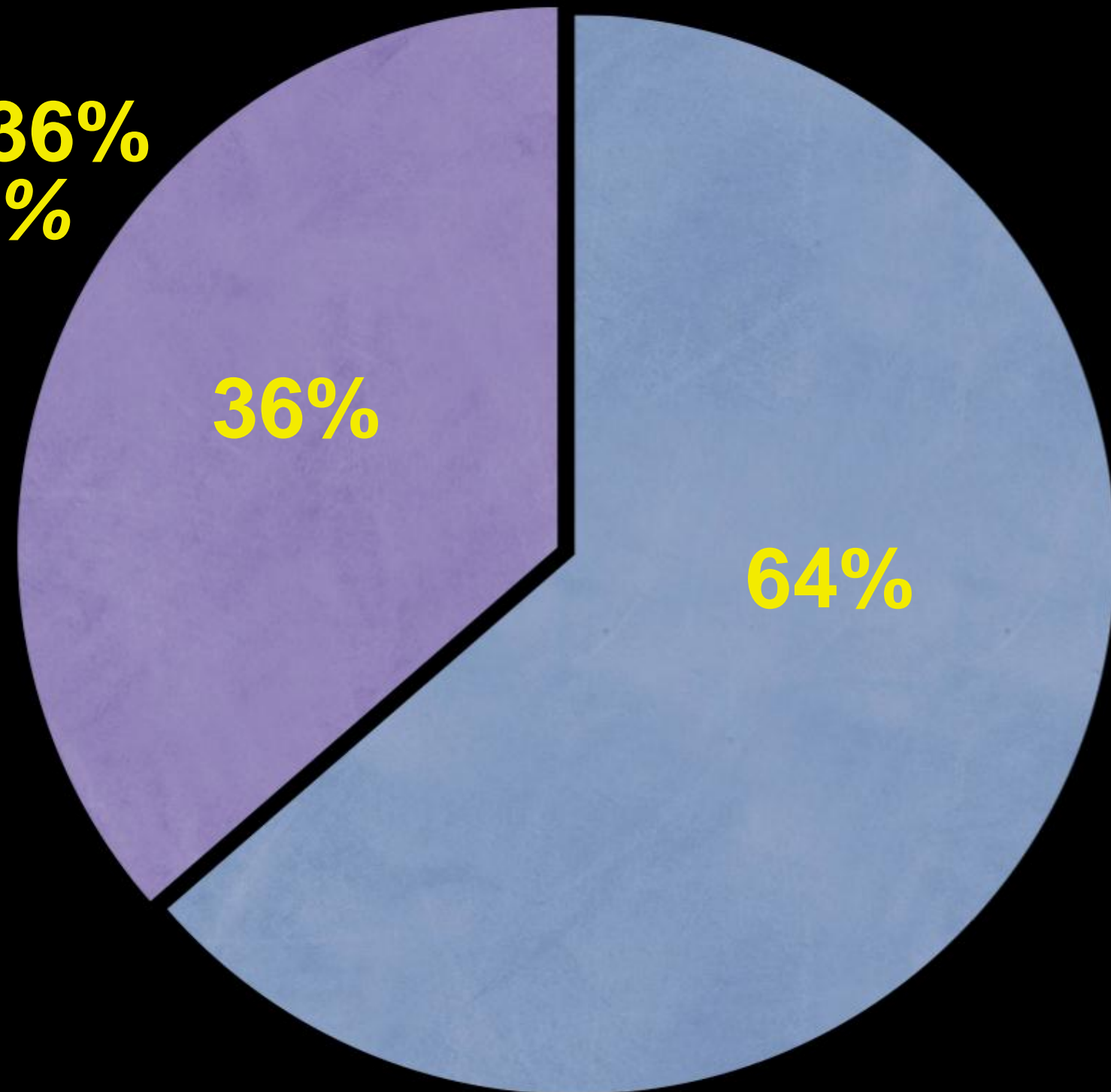
What is your level of satisfaction with the involvement of the geotechnical engineer in final design?

- Too involved **0%**
- Just right **50%**
- Should be involved more **41%**
- Inadequate involvement **0%**
- Never Considered **9%**



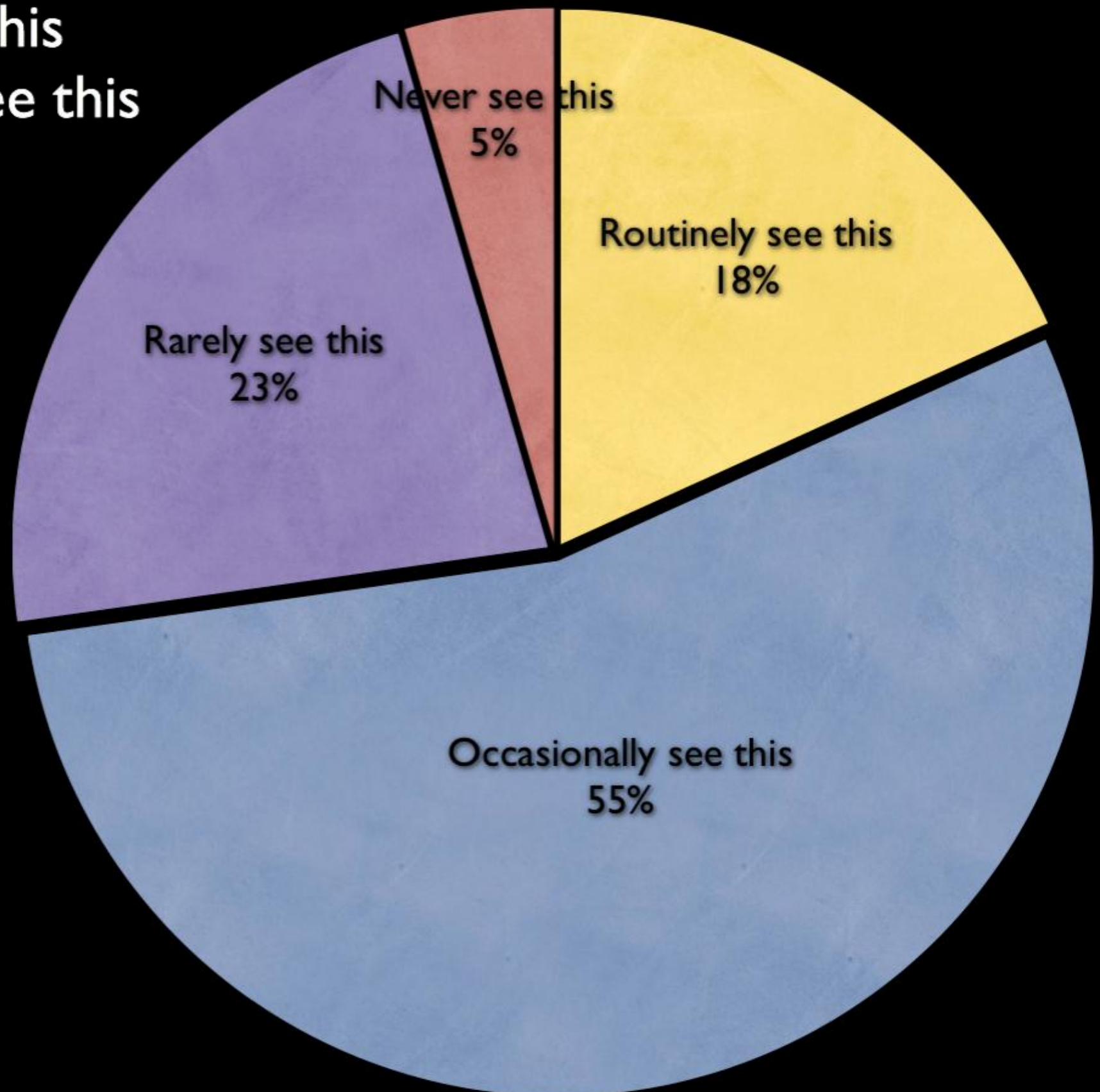
What is your level of satisfaction with the involvement of the geotechnical engineer during construction?

- Too Involved **0%**
- Just Right **64%**
- Should be Involved More **36%**
- Inadequate Involvement **0%**
- Never Considered **0%**



What best describes your specific experience where your geotechnical engineer has actively provided alternatives or designs that improved the quality of construction and/or saved significant construction costs?

- Routinely see this
- Occasionally see this
- Rarely see this
- Never see this





Do you have any suggestions?

Specific Suggestions for Ways that the Geotechnical Engineer Can Add Value

Look for ways to save money

Be open to experience the contractor has gained from other projects

Quit scaring the construction contractor about taking risks. Either he/she should take the risk or he/she shouldn't, but many geotech consultants provide wishy-washy advice to construction contractors and that paralyzes their decision-making.

Alternative design options should be a standard product of the geotech's report. A single solution locks in the design and cost of the project and alternatives can not be evaluated without going back and getting the geotech engineer to evaluate the option which takes time and additional effort/fee. Provide this level of service in your original quotes.

Communicate with client; review plans and specs for compliance with geotechnical report; find out details of finished floor elevation, cut/fill, etc. to make a better report

Remember that geotechnical engineering is simply a description for engineering the interface between structures and the ground.... so you need to address both structures and the ground.

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Dear [REDACTED]

We are accepting proposals for Soil borings. Attached is a site plan showing the Athletic field house and baseball bleacher layout and locations for eight (8) bore holes. Also included is a copy of our typical criteria for soil reports. The borings should go to 20' or to refusal. The site is currently being used as a parking lot so coordination with owner is a must.

Please send your price quote and an approximate schedule back to [REDACTED] Wednesday, February 25, 2009.

Please call if you have any questions.

Terracon Consultants, Inc.

Re:

Gentlemen:

Thank you for your recent proposal on the above referenced project. Your amount was not low, however we hope you will consider quoting on any future projects we may have.

Sincerely.

Site and topographic plans are attached for your use. In addition to your lump sum bid, please provide a unit fee schedule and a list of any recommended services not specifically requested above. The selected geotechnical firm shall accept the responsibility for the adequacy of their subsurface survey. If additional or fewer tests are required to adequately survey the conditions, the lump sum price will be adjusted in accordance with the unit fee schedule. Changes to the lump sum fee must be approved before proceeding with the work.

This request for proposal has been sent to other geotechnical engineering firms. The proposals will be examined and, in accordance with State mandates, the selection will be based on the lowest price bid for services offered.

Liability Awareness

Loss Prevention

ASFE THE GEOPROFESSIONAL
BUSINESS ASSOCIATION



Risk Mitigation

Peer Review

Report Limitations

This report is prepared for you and for your project on your project site.

Don't dare use it for anything else.

The site conditions that we report may not represent actual conditions (after all; how are we to know?)

We have made some suggestions here, but, really, that's all you have: suggestions - you make the call.

We make no guarantees about anything other than the fact that we did what we said we would do.

Please call if you have any questions ...



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Recognized Geoprofessional Value

**Relevant
Knowledge**

**Capable
Service**

**Professional
Relationships**

Recognized Geoprofessional Value

**Relevant
Knowledge**

- **Education**
- **Certification/Accreditation**
- **Training/Learning**

Separation

Recognized Geoprofessional Value

**Capable
Service**

- **Internal Training**
- **Referrals (to/from)**
- **Confidence**

Respect

Recognized Geoprofessional Value

Professional Relationships

- **Society Leaderships**
- **Technical Communication**
- **Innovation Leadership**

Influence

Recognized Geoprofessional Value

Relevant
Knowledge

Capable
Service

Professional
Relationships

Separation

Respect

Influence

MOTIVATION

MOTIVATION

- **Compensation**
 - **Professionals**
 - **Technical Staff**
- **Recognition**
- **Improvement**

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Train your allies

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