



### EVERYDAY HERO

The group or individual to be inspired to do things differently

**PIONEERING  
PROBLEM  
SOLVERS.**



### ORDINARY WORLD

The everyday world which is increasingly frustrating for our hero to live in

**WASTEFUL PROCESSES AND  
BUILDINGS NOT MEETING  
NEEDS IN A SYSTEM THAT  
ISN'T WORKING FOR ANYONE.**



### CALL TO ADVENTURE

The trigger for change which could be the pull of inspiration or the push of necessity

**DEMAND CREATED BY THE  
GOVERNMENT'S BIGGEST  
INVESTMENT IN THE SECTOR  
FOR A GENERATION.**



### BETTER WORLD

The positive change to the hero and the difference the hero has made

**BUILDINGS THAT HELP  
PEOPLE AND PLACES  
BECOME FIT FOR THE FUTURE.**



### CROSSING THE THRESHOLD

The first step and point of no return

**COMMITMENT TO  
VALUE THROUGH  
PLATFORM DESIGN.**



### ALLIES AND GIFTS

The people and help that is needed for change to happen

**GOVERNMENT, CLIENTS &  
SECTOR TOGETHER.**

**CHALLENGE TEAM, CIH & ABC.**



### MENTORS AND GIFTS

Giver of wisdom and support

**TRANSFORMING  
CONSTRUCTION:**

**PROCUREMENT BASED ON  
LIFETIME VALUE.**

**INNOVATIVE METHODS OF  
CONSTRUCTION.**

**SHARING AND SCALING  
BEST PRACTICE.**



### COMPELLING VILLIAN

An attention-grabbing manifestation of the selfish behaviour that stands in the way of change

**CHEAPNESS NOT VALUE.**



### THREE CHALLENGES

Three difficult but confidence-building hurdles to be overcome

**ADOPTING A  
MANUFACTURING  
APPROACH.**

**USING DIGITAL  
AND DATA DRIVEN  
PROCESSES.**

**SHIFTING TO  
WHOLE LIFE  
VALUE.**