



## **PRESS RELEASE**

**2 April 2009**

### **DQI to be Featured in Upcoming ZweigWhite Webinar "Return on Investment (ROI) for A/E Firms"**

CHICAGO – APRIL 2, 2009 - The DQI will be featured in an upcoming webinar on "Return of Investment (ROI) for A/E Firms" hosted by ZweigWhite consultants on April 2, 2009 at 1pm CST.

ROI is a tool that can substantially increase your business prospects. No matter the economic environment, ROI is the simplest, yet most effective and powerful tool by which other industries substantiate their marketing collateral, attract their customers, negotiate their fees, and sell their products. Similarly, ROI can equip your A/E firm with these facilities and resources, which will be necessary to emerge from the current recession with vitalized, marketable and credible services.

The core value of an A/E product is its ability to promote the operational and functional efficiency of a client's business. The measurement of this value - the return on an A/E investment - is generally forfeited by A/E firms. ROI offers to your firm a substantial latent opportunity. You can embrace ROI as a constructive tool to communicate to potential and existing clients these values inherent to your A/E services. You can use ROI to communicate in the same language as your A/E clientele, determine the efficiencies, risks and returns of your A/E projects and evaluate the financial and operational quality of your A/E projects.

#### **The application of ROI to your A/E projects will:**

- Equip your firm with the facilities and resources to increase the return on, and reduce the risk associated with, your A/E projects;
- Generate for your firm broadened marketability and expanded commercial capabilities;
- Provide your firm with a marketable point-of-difference;
- Provide your firm with improved client acquisition, repetition and retention;
- Substantiate your negotiating stances, fees charged for your rendered services, and your contract terms;
- Generate for your firm substantive information for marketing collateral and best practices;
- Enhance your firm's credibility, profiling, visibility and public relations.



**What will be covered in this webinar:**

This webinar will prepare your A/E firm with a background knowledge of ROI, its successes, risks, and potential benefits. In addition, this webinar will:

- Investigate how previous applications of ROI have been of considerable benefit to A/E firms;
- Illustrate how the current economic environment has created a substantial opportunity for your A/E firm to engage ROI;
- Identify the tools necessary to perform a ROI calculation on your A/E project;
- Identify the myriad benefits of using ROI for credibility, marketing, contracting and retaining clients, fee and contract negotiations, and public relations;
- Identify the risks of using ROI to evaluate an A/E project;
- Use a worked example of how the benefits of utilizing and promoting ROI are significantly stronger than using green construction as a promotional tool.

**Why is this of interest now:**

Demand for A/E services will continue to decline as the full impacts of the economic downturn are realized. The reduced number of A/E clients that have the capability and willingness to invest in A/E are likely to be highly discerning and highly risk averse. They will respond favorably to a firm that can deliver an A/E project that is capable of increasing their financial and operational returns without a commensurate increase to the risk of their A/E investment. ROI presents to your firm the opportunity to differentiate your products and to respond effectively to your discerning clients in what will become an increasingly competitive market.

**Who will benefit from this information:**

ROI provides an exciting opportunity for A/E executives engaged in management, public relations, and marketing at A/E firms that operate in the commercial, industrial, institutional, and infrastructural sectors.

**About the Presenters**

Matthew Lynch

Matthew Lynch is a New York based architect who has intensively researched the concept and benefits of return on investment (ROI) for the A/E industry. He is a contributor to Architectural Record and is currently researching and writing on the impact of the current recession on the demand for A/E services. Lynch is attuned to the current challenges facing A/E firms. He is alert to the need for A/E firms to simultaneously increase value and decrease commensurate risk for clients, and sees the application of ROI as the most effective vehicle. Lynch graduated summa cum laude from the University of Sydney with the Bachelor of Architecture and the Bachelor of Science (Architecture). He has worked at several multidisciplinary architecture firms in Sydney, Melbourne and New York.



Goran Lukic

Goran Lukic has more than 10 years of experience in various corporate consulting and training capacities. He has consulted to such firms as Abbott Laboratories, Careerbuilder and Occidental Petroleum. Lukic holds a BS cum laude in Education from the University of Illinois at Champaign-Urbana and an International MBA from the University of Chicago. He is the first licensed DQI Facilitator in the US.

**About DQI USA, LLC:**

DQI USA, LLC IS A SOCIALLY RESPONSIBLE BUSINESS DEDICATED TO IMPROVING THE QUALITY AND PRODUCTIVITY OUR BUILT ENVIRONMENT.

The company is focused on enabling widespread use of the construction industry's first statistically validated design assessment tool, the DQI (Design Quality Indicator). The company was formed in 2006 to commercialize the DQI following its success in the U.K., where it was originally developed.

DQI USA aims to create a nationwide network of DQI Facilitators in the U.S. and establish the DQI as the industry standard for delivering high performing buildings. Available as a web-based tool, the DQI enables procurement teams to holistically define and evaluate design quality at all key stages in the development process. The quantification of "design intangibles" is a unique feature to the DQI enabling the delivery of fundamentally better and more sustainable buildings.

The company was founded with a vision that better designed buildings are fundamentally more valuable and a better use of resources. History shows that poor design results in high costs and low value for money. By capitalizing on the economic, social and environmental benefits of improved building design, the case can be made to unlock potential value, increase economic activity and enhance productivity. In short, investing in high quality buildings can improve the welfare of business and society.

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DQI - METRICS TO MANAGE DESIGN QUALITY

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