

# Selling the Standard: A CAD Manager's Guide

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 **AUTODESK.** EXPERT ELITE

Wednesday, November 20<sup>th</sup>, 2019 – 1:00pm to 2:30pm

Thursday, November 21<sup>st</sup>, 2019 – 10:30am to 12:00pm

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# Roundtable Summary

As CAD Managers we are faced with a variety of challenges when developing, supporting and coordinating adoption of the company's CAD standards package:

Tasks can include:

- Change Management (User Acceptance)
- Solution Architecture and Production Impacts (or Disruptions)
- Training Prerequisites and Rollout Strategies
- Collaboration and Feedback Techniques
- and of course.... *User Pushback*

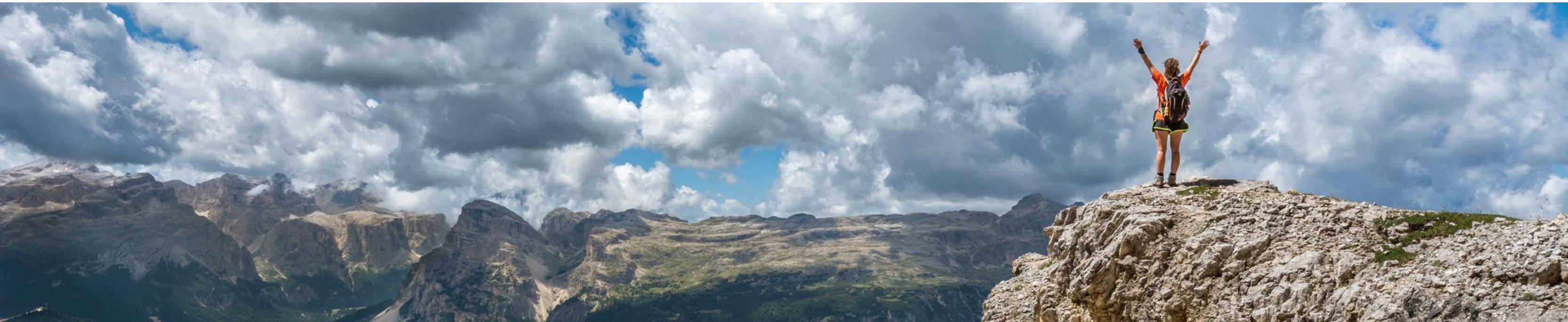
**This roundtable will explore strategies that can assist CAD Managers with 'Selling the Standard' – from the single drawing production user through upper tier management.**



# Roundtable Objectives

By the end of today's discussions, you will have a better understanding and ability to:

- Explore CAD Management strategies that positively impact standards development, conformance and adoption.
- Hear from experienced CAD managers on what has worked (and hasn't worked) regarding standards implementation.
- Best practices on support, troubleshooting and training – keeping staff informed on what they need to know.
- Strategies for keeping staff engaged, providing options for feedback and tips for effective communication.



# Introductions



A close-up photograph of a person's hands holding a name tag. The name tag is rectangular with rounded corners, featuring a red top and bottom border and a white central area. The word "HELLO" is printed in large, white, sans-serif capital letters on the red top border. Below it, the phrase "my name is" is printed in a smaller, white, sans-serif font. The person holding the tag is wearing a light blue, textured button-down shirt and a dark blue, patterned tie. The background is a soft-focus view of the person's torso.

**HELLO**

my name is



# About the speaker

## Chad Franklin, C.Tech.

- Corporate CAD Coordinator at Associated Engineering
- Autodesk Expert Elite
- 25 years experience with Autodesk products
- Autodesk Certified Professional (AutoCAD)
- Autodesk Beta and Customer Councils Member
- A 'Top Rated' Autodesk University Speaker (2017 and 2018)
- Autodesk University Speaker Mentor
- Background: Civil Infrastructure / Transportation
- AutoCAD and CAD Management Blog: [theCADcafé](#)

START



A top-down view of a wooden desk with a vintage typewriter on the left and a modern laptop on the right. A dark horizontal band across the center contains a quote in white text. The typewriter is black with a white sheet of paper in the carriage. The laptop is silver with a black keyboard and a white trackpad. The background is a light-colored wooden surface with vertical grain.

“You can’t do today’s job with yesterday’s tools  
and still be in business tomorrow. Unknown”

A group of business professionals in suits are gathered around a wooden conference table. They are holding several large, interlocking puzzle pieces that form a large, irregular shape. The puzzle pieces are in shades of blue and teal. The scene is dimly lit, with a soft light source from the side, creating a professional and collaborative atmosphere.

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# Summary



**Discussion Topics:**  
Selling the Standard:  
A CAD Manager's Guide

**Change  
Management**

**Solution  
Architecture**

**Production  
Impacts**

**Training  
Prerequisites**

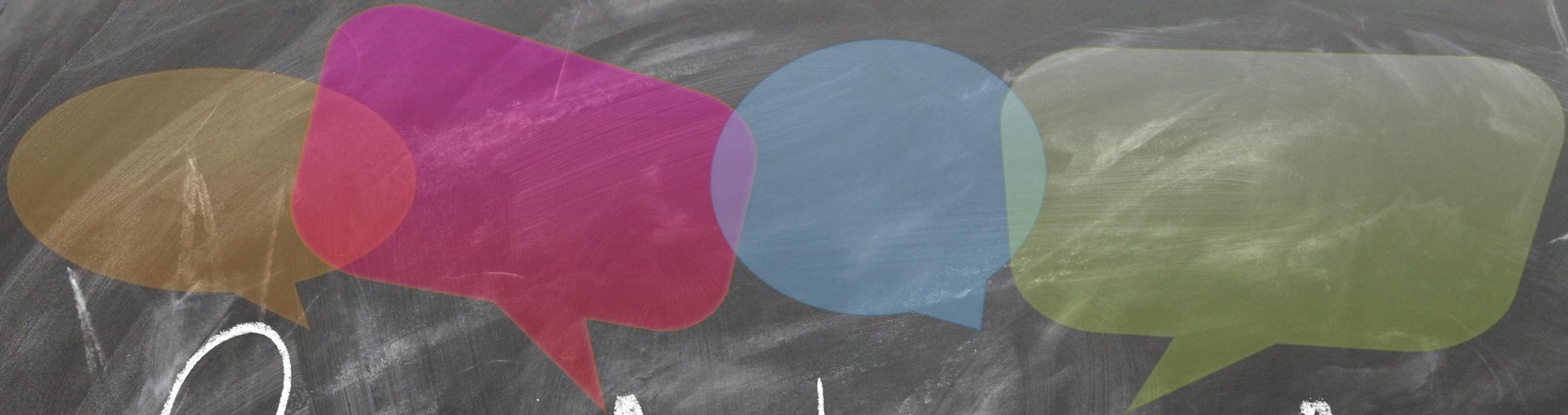
**Rollout  
Strategies**

**Collaboration**

**Feedback  
Techniques**

**User  
Pushback**





feedback

Thank you for your attendance!  
Autodesk University 2019

**Chad Franklin**  
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