



## Navigating Change in Unprecedented Times

### *Meeting the Challenge of Disruptive Change*

Organizational survival depends on how leaders can create environments that provide structure, without constraining critical thinking, new ideas, and creative solutions. Discussion will revolve around the advantages of meeting the challenge of change in an industry or economic sector. This advantage is represented by V.I.B.E.S.; “V” is the advantage of leveraging **Valuable** knowledge, “I” is the advantage of **Increased** sales that allow to take advantage of economies of scale, “B” represents **Brand** recognition, “E” is the lead of being able to **Exploit** the network, finally, “S” is the benefit of **Switching** costs to improve profitability.

Thursday, May 28, 2020

Time: 2:00 p.m. (EST)

Presenter: Richard Hayes



Dr. Richard L. Hayes has over 38 years' experience in all facets of administration, research, building technology, architecture, and the construction industry. Currently he serves as Senior Design Coordinator for the School of Engineering and Technology at Central Michigan University. His professional work experience includes being with The American Institute of Architects as a program manager & managing director, the Center for Public Buildings of The Georgia Institute of Technology on assignment to the Naval Facilities Engineering Command Headquarters serving as their Chief Historic Architect. He has also been the Director of an Architecture Department for a private sector firm and a Research Architect for the Construction Engineering Research Laboratory of Champaign, Illinois.