

FIGURE 7-2

The Old Economy Relationship Matrix

	Competencies	Goals	Responsibilities	Public Perception	Work Relationship
Designer	Visualize Technical Problem solve	Function Image Budget	Concept Drawing Overview	Implementation	Client/owner Contractor
Technical Consultants	Specialized	Competitiveness Futurize Enabler	Support	Expertise	Designer
Client	Sponsor Facilitate	Image Function Budget authority	Direct Disburse funds Manage Vision	Ownership	Designer User Finance Real Estate
Contractor	Manage Constructor	Budget implemetation Time/schedule Quality of products Performance	Conformance direction, finance drawing, intent, time	Realization	Architect Owner Vendor
Vendor	Produce	Quality Budget conformance	Support	Support	Contractor
User	Value Receive	Internal Information	Supplier of Information	Compliant	Client
Finance	Enable	Containment	Review Control	Invisible	Client

FIGURE 7-3

The New Economy Relationship Matrix

	Competencies	Goals	Responsibilities	Public Perception	Work Relationship
Designer	Visualize Technical Problem solve Establish goals	Function Image Budget development Interpretation of strategic goals Translation of management objectives Value added	Concept Drawing development Technical consultant	Implementation Implementors	Client/owner Contractor Align goals with physical requirements Program potential
Technical Consultants	Technology forecast Program/Application development	Application alternative State-of-the-art equipment and application	Vendor Financial	Visionary Facilitator	Align technical with physical settings Framework plan for future applications
Client	Sponsor Compose team Establish goals Facilitate	Image Function Budget authority Strategic vision Management objectives	Direction Disbursement of funds Management Vision Technology consultant	Ownership Implement public policy Legislative influence	Architect User Finance Strategic forecast Market anticipation Alliance
Contractor	Manager "Constructor" Value engineering Platform for future applications	Budget implemetation Time/schedule Quality of products Performance Continuous relationship with client	Conformance direction, finance drawing, intent, time Benchmark performance/ specifications Alternative building strategies design/build	Realization Project responsibilities	Architect Owner Vendor Financial User
Vendor	Produce On-going services Just in time applications	Quality of products Budget conformance Relationship building with client, user contractor	Support design/build Time reduction State-of-the-art recommendation/ application	Support Knowledge	Contractor User
User	Value Receive Mangement Distribution of funds Establishing goals	Internal information Tactical applications of vision Effectiveness	Technical consultant	Compliant Leadership w/client	Client Definition of needs Space utilization
Finance	Enable Creative alternatives	Containment Identify pay-back periods Investment	Review Control Monitor investment	Invisible Monitor	Client Contractor Vendor