

ARCHITECTURE · ENGINEERING · CONSTRUCTION

Every major project starts with a vision.

Most end differently.

Not because the people were wrong.
Because the decisions came before the learning.

THE PROBLEM

80%

of innovation risk in AEC
is created during Concept Design.

Before a single drawing.

Before the team is assembled.

Before anyone calls it a risk.

Innovation has been treated as an event.

A workshop. A brainstorm. An away day.
Something that happens, then stops.
It was never a system.
So the learning never stayed.

THE FALSE TRADE-OFF

WHAT WE FEAR LOSING

Innovation

Creativity

Speed

WHAT WE PROTECT

Risk

Certainty

Rigour

VS

Innovation does not create risk.
Early decisions without learning do.

ISO 56001

An Innovation Management System.

Not a certificate to hang on the wall.
A framework for making better decisions
before those decisions become expensive problems.

Five stages. One logic.



The order matters more than the steps.
And one of them is being skipped.

Validate.

This is where most organisations lose ground.
Not deliberately. Validation looks like delay
until the alternative arrives.

Validation is not a business case.
It is learning before you commit.

THE RIBA EVIDENCE

The cost of change is not linear.

At Concept Design, changing a decision costs almost nothing.

At construction, it can cost everything.

That window at the start is where ISO 56001 works.

That is exactly where most teams are flying blind.

WHO IS RESPONSIBLE

This is not a team problem.

Innovation governance is a leadership decision.

Leaders set when learning happens.

Not HR. Not the innovation team.

The leader.

Three things WHEN IT WORKS change.

Ambiguity becomes certainty.

Gut feel becomes evidence.

Lost knowledge becomes institutional memory.

The standard exists.

The question is whether
your organisation uses it.

VECTOR56 — INNOVATION ADVISORY FOR AEC

Real Value. Validated.