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## CAD Manager's Newsletter

STRATEGIES AND SOLUTIONS FOR THE REAL WORLD

*By Robert Green*

April 12, 2023  
Issue #510

## Why Weekly Reporting is Essential for CAD Managers

**Take control of communicating CAD management's value to your management to demonstrate your worth and advance your career via weekly reporting.**

A trend I've noticed since the COVID pandemic has passed is that more CAD managers are posting to social media. While this is great for reaching other CAD managers and power users, chances are your boss isn't reading your posts and that's a real problem. Read on.

One question I hear all the time is, "What can I do to advance myself in the company I'm at?"

My answer has always been, "The best way to advance your career is by reporting to your management team on a consistent basis." In this edition of the CAD Manager's Newsletter, I'll tell you why regular, weekly reporting to your management team is far more important than social media and how to accomplish this important communication task. Here goes.



*Image source: gguy/stock.adobe.com.*

### **Because Nobody but You Can Do It**

Because you are the only CAD manager — and because most senior management staff don't understand what you do — there's nobody else who can report on your status. This leaves you with two choices: Either report what you do to your management teams or allow them to form their own opinions based on what they hear from others. The first choice yields an informed management team while the second choice concedes that management won't understand what you do and relies on the office rumor mill.

What are the dangers of management not understanding you? Here are a few:

**They will think CAD management is easy.** When people don't understand what you do, they almost always underestimate how hard your job is. And, when users or management think your job is easy, they'll try to load more tasks on you and thus reduce your effectiveness even more.

**They will think CAD management is only a software issue.** If management thinks your job is only about software, they clearly don't know how many training, support, and standards issues you deal with.

**They will not understand upcoming dangers.** Let's say your company has put off replacing an old cranky plotter or CAD server, but you never communicated that your team needs this new equipment. If disaster strikes, then your management may wonder why you never told them about the problem, making it look like you have not planned for it.

**They will continue to think CAD management is "overhead."** By not telling management everything you deal with, they will think CAD management is just overhead and may start to question if CAD management is even needed. And, when senior management questions if they even need you, then your position in the company is far from secure.

If allowed to persist, these impressions will combine to create an inaccurate impression about CAD management in general and you in particular.

### **Regular Reporting is the Answer**

So, how do you get management to understand your situation and value you more? Tell them what you're doing via reports that are targeted at an executive management audience! The key characteristics of these targeted reports include the following:

**Brevity.** Senior managers are in a hurry and don't want to read long reports.

**History.** Communicate what you've done via a task log.

**Forecasts.** Communicate what you're planning to do via objectives.

**Project support.** Outline how much you do to make sure projects go out correctly and on time.

Your goal in this report is to paint a clear picture of what being the CAD manager is all about. By detailing all of the jobs you accomplish, such as the responsibilities you have, objectives for improving the company, and resources you need, you'll be viewed as "in charge" and "more managerial" which will resonate with your senior management staff.

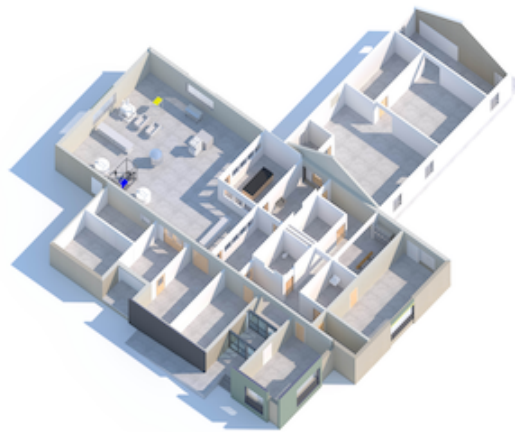
And, at the risk of repeating this once too often: If you don't report to senior management, nobody else will. Without proper reporting, management will simply continue to not understand you.

***So, how do you get management to understand? Follow these instructions on how to format your reports for best results. Not only do you keep management abreast of situations, they will understand the importance of your job and you in turn.***

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## Tools & Resources



### **Blog Watch: How Dwyer Architectural Creates Designs "All About the Client"**

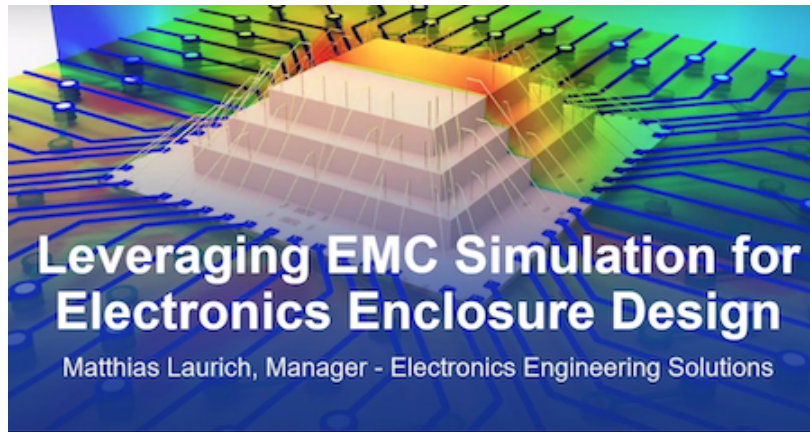
Beth Fritz, AIA, IIDA, and Kelly Yahi, AIA, IIDA, NCIDQ, are partners at Dwyer Architectural, a New York-based firm with more than a decade's worth of interior and architectural designs for healthcare, higher education, and more. In this interesting Q&A blog, Fritz and Yahi give a unique perspective on the values and principles of Dwyer Architectural, designing for the healthcare industry, and the inherent connection between architecture and interior design. [Read more >>](#)

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### **Event: Making Reality Capture Work for You**

Numerous dates and locations, April – May 2023. IMAGINiT's reality capture team host in-person events across North America to show clients how Leica laser scanners integrate with their existing Autodesk products and workflows. To explore how to leverage the benefits of high-definition scanning or to set up a proof-of-concept consultation session, register for one of these upcoming IMAGINiT events. [Learn more >>](#)

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### Webinar Watch: Leveraging EMC Simulation for Electronics Enclosure Design

If your company makes electronic devices, you face the challenge of adhering to strict guidelines regarding electromagnetic interference. This video will demonstrate how leveraging Ansys simulation tools provides a clear picture of your enclosure's EM shielding effectiveness. [Watch the webinar >>](#)

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### Mobile Workstation Watch: EUROCOM Raptor X17

The EUROCOM Raptor X17 mobile workstation is powered by Intel i9-13900HX 24C/32T Processor and NVIDIA GeForce RTX 4090 16GB DDR6 GPU. It comes with 10 I/O ports and supports up to 24TB of SSD storage in RAID 0/1/5, 2x Thunderbolt 4 and a choice of 17.3in UHD, QHD and FHD LCD panels ranging up to 300Hz and is designed for 3D modeling and rendering applications. [Learn more >>](#)

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Daimler Truck Collaborates with Siemens



Siemens and Daimler Truck AG are collaborating to implement a digital engineering platform built using the Siemens Xcelerator portfolio of software and services, that will enable Daimler Truck to explore a future of commercial vehicle innovation and the efficient product development and lifecycle management of trucks and buses.

[Learn more >>](#)

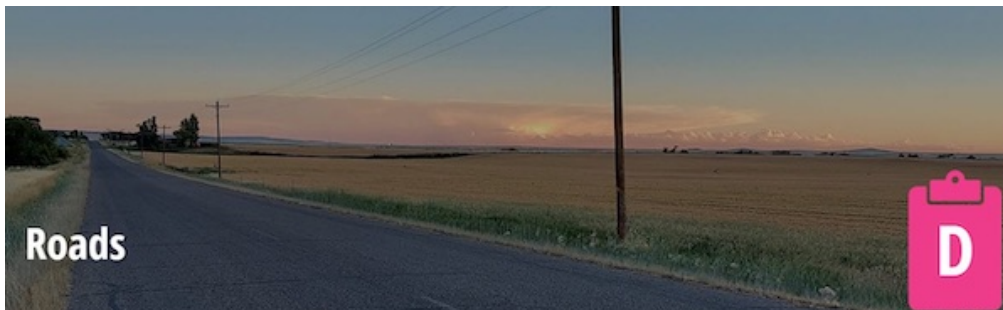
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### **Webinar: Construction Digital Twins — Just How far Does Scanning Technology Get You?**

April 27, 2023, 10 AM (EDT). The construction industry is rapidly moving towards digitalization and digital twins. One of the key elements of digital twin implementation is scanning technology, which has become the backbone of the process. To delve deeper into the possibilities and roles of scanning technology in digital twin implementation, AMC Bridge is hosting an expert panel discussion session. Hear from Ericsson, Leica Geosystems, Haskell, Taxal Limited, and AMC Bridge executives sharing their vision. [Learn more >>](#)

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## **What's New from Our Sponsors**

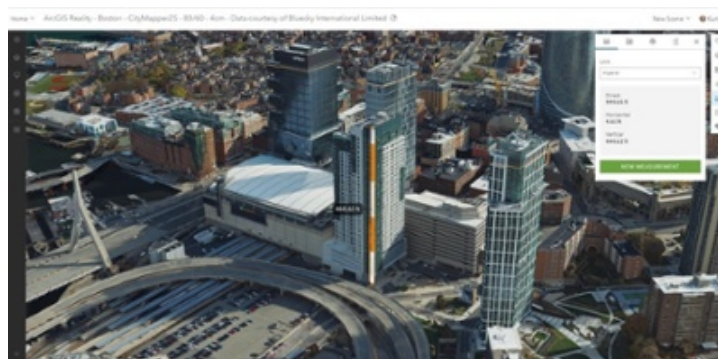


### **Digital Delivery for a Safe, Durable, and Reliable Future**

While aging infrastructure around the world continues to need investment, how can Bentley Systems help your business solve those problems using technology and saving time and money. *By Meg Davis, April 4, 2023.* [Read more >>](#)

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## **What's New at Cadalyst**



### **GIS Solutions: GIS Faces Reality**

New tools bring photorealistic imaging to GIS workflows. Combining a burgeoning amount of data available from drones, satellites, and land-based surveys, GIS professionals can now create photorealistic, 3D models of cities and other expansive areas and use the models for detailed analysis. *By Andrew G. Roe.*

[Read more >>](#)

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**Viewpoint: What to Look for in a CAD Printer**

Six top considerations when investing in a new printing solution. *By Jacob Hardin, Epson.* [Read more >>](#)

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**Herrera on Hardware**

*By Alex Herrera, March 2023*

**Intel Launches Sapphire Rapids Xeon, Benefiting High-Performance CAD Workstations, Part 1**

New high-end Xeon yields a long-awaited refresh of its high-end Xeon W CPUs for high-performance CAD workstations. [Read more >>](#)

**Intel Launches Sapphire Rapids Xeon, Benefiting High-Performance CAD Workstations, Part 2**

Putting HP's new Z8 Fury to the test and showing how Intel's new Sapphire Rapids Xeon levels the playing field once again for high-end workstations. [Read more >>](#)

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## CAD Cartoon



By [Roger Penwill](#)

[Keep 'em Laughing!](#)

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## Free Resources

From the editors of  
**cadalyst**



Herrera on Hardware:

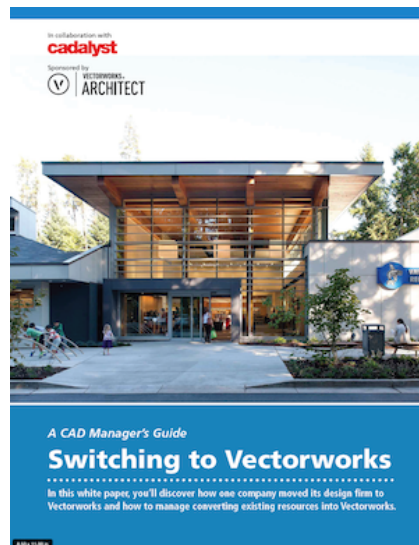
## The Evolving Role of the Mobile Workstation

It comes down to physics — a desktide can always outperform a mobile workstation. Cadalyst hardware expert, Alex Herrera, looks under the hood of both to break down the pros and cons of each form factor.  
by Alex Herrera

## The Evolving Mobile Workstation

It comes down to physics — a desktide can always outperform a mobile workstation. Cadalyst hardware expert, Alex Herrera, looks under the hood of both to break down the pros and cons of each form factor. For the bulk of CAD professionals, a mobile workstation makes the ideal complementary computing device. For some, it can suffice as the one and only workstation. *By Alex Herrera*

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## A CAD Manager's Guide to Switching to Vectorworks

Discover how one company moved its design firm to Vectorworks and how to manage converting existing resources into Vectorworks.

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## More Digital Design Solutions

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