



# CAD

## Certified Asset Design

The discipline that owns how decisions impact asset outcomes — across capital, design, delivery, and operations at any stage of the asset lifecycle.

Pre-development. Under Construction. Operational. Portfolio-wide.

### Reality

Assets already operate as systems of decisions

Intel 1

### Gap

Most teams manage these decisions independently

Intel 2

### Discipline

How teams and decisions are designed to work together

Intel 3

### Universality

Pre-dev  
Construction  
Operational  
Portfolio-wide

Intel 4

### Visibility

Clarity across phases, handoffs, and outcomes