



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



Gap

Most teams manage these decisions independently



Intel 1

Discipline

How teams and decisions are designed to work together



Intel 2

Intel 3

Universality

Pre-dev
Construction
Operational
Portfolio-wide

Intel 4

Visibility

Clarity across phases, handoffs, and outcomes

