

# Digital Engineering

## It's possible

In 2018, Ernst launched his first book. That time living with his family in Dubai, Ernst started the community U2DID. It's a culmination of eighteen years working, teaching and sharing in the Civil Engineering field. Running weekly global online sessions for people who care about engineering.

Learn how to identify the smallest viable audience, build trust and permission with the people who you really care about. How to connect, serve and create raving fans of your idea, product or service. The time is now, it's time to grow your digital engineering engine because culture creates the business.

# More from Ernst van Baar

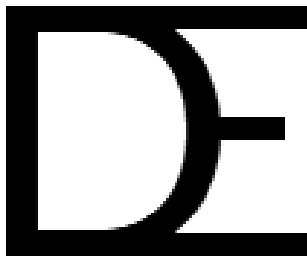
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# Digital Engineering

It's possible



Ernst van Baar

*Coming together is a beginning. Keeping together is progress. Working together is success.*

*Henry Ford - 1863-1947 - Founder of the Ford Motor Company*

*For Lars, Niels, Matthea and for people who make U2DID great.....*

*And for all the amazing people that make our lives better*

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# Authors note

The best ideas aren't instantly embraced. Even the traffic light or the automobile took years to catch on. That's because the best idea requires significant change because there is a lot of noise and distrust. Change is risky and often we want the others to go first. Your most generous work needs help finding the people who you seek to serve. Your most successful work will spread because you designed it.

## **H**ow to know if you have a digital engineering problem

You aren't busy enough.

Your ideas are not spreading.

Your company is losing projects

The project profits are marginal

The community around you isn't what it could be.

The people you care about are not achieving what they are hoping for. If you see a way to make things better that means you have a digital engineering problem.

## **D**igital engineering is not a contest or even a battle

Digital Engineering is the art of product innovation and engineering transformation. In other words, it's the generous gift of showing up and make digital engineering better by serving the people who you really care about.

It's a chance to change the culture and a chance to serve. When we look around, we see that digital engineering technologies are reshaping the civil engineering and construction landscape. Product-based business models are being disrupted by service-based business models. New skills are needed in our world of product innovation and engineering transformation.



## Chapter one - Not massive, not pretending

*It's a blue album, but it's not a blues album.  
I'm not pretending all of a sudden now I'm  
blues*

*Neil Young*

Time to stop interrupting and pretending that it's easy.

Time to stop spamming.

Time to stop making average stuff for average people.

Time to stop going after the crowd.

Time to stop charging more for less value.

Time to stop begging people to become your client and stop looking for the shortcuts and start to insist on real value.

**H**ow tall is your tree?

That's what most people seem to care about. How much market share, how many online followers, how loud is the applause? To many people spend most of their time running a

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hype show, using buzz words and see how many likes they get on social media. The thing is that the tree has deep and complex roots, without the roots the tree won't grow very high.

This book is about roots. About growing your ideas, transform this into reality and serve the people you seek to serve. It's about creating digital engineering work that you can be proud of. Helping the other to achieve what they want to achieve.

