

AI for AEC Firms

Turning Complex Work Into
Clear Communication

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OR
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you leave.**



Who We Are

AnswerRocket

A consulting firm first, built on a decade-plus foundation of software engineering and AI expertise. We help organizations close the gap between the AI tools they invest in and the people who need to use them.

Michelle Hamilton

- 30+ years in AEC/CRE
- Founded Spark AI Strategy (Chairman of the Board)
- Delivers AI adoption training and strategy globally through AnswerRocket





Why I'm Here...

1

Resilience

Building the ability to lead through industry disruption and stay relevant in a market that is shifting fast.

2

Revenue

Positioning your firm for high-margin growth and a competitive advantage in every pursuit.

3

Risk Management

Eliminating the manual work that creates human error and erodes profitability.





What AI Actually Is (and Isn't)

AI is a prediction engine, not a thinking machine. It generates probable outputs based on patterns. It does not understand context, verify facts, or replace professional judgment.

What it does well

- Drafts and summarizes documents
- Compares and extracts data from files
- Reorganizes information into new formats
- Accelerates repetitive knowledge work
- Generates first drafts in seconds

What it does NOT do

- Make decisions for you
- Guarantee factual accuracy
- Replace professional judgment
- Understand the context of your project
- Keep confidential data safe by default



The Models You Should Know



ChatGPT

OpenAI

The most widely adopted. Strong at drafting, summarizing, and general knowledge tasks.

Best for getting started.



Claude

Anthropic

Strongest at long document analysis, nuanced writing, and following complex instructions.

Best for heavy-lift knowledge work.



Gemini

Google

Integrated with Google Workspace. Strong at research and multi-modal tasks.

Best for Google ecosystem teams.



Copilot

Microsoft

Built into Microsoft 365. Works inside Word, Excel, Outlook, and Teams.

Best for Microsoft-native teams.

10 Ways AI Works for You



For SMPS Professionals

- 01**  **SOQ & SF330 Drafting**
Turn past project data into polished qualification narratives
- 02**  **Proposal Differentiation**
Analyze competitor positioning and sharpen your win themes
- 03**  **Shortlist Presentation Prep**
Generate talking points and Q&A prep from project details
- 04**  **Client Research Briefs**
Build intelligence summaries from public data before pursuits
- 05**  **Marketing Content**
Draft award submissions, case studies, and social media from project facts

For SAME Professionals

- 06**  **RFP Risk Scanning**
Extract LDs, insurance requirements, and red-flag clauses in seconds
- 07**  **Contract Clause Extraction**
Pull key terms from federal procurement documents
- 08**  **Daily Report Cleanup**
Turn rough field notes into professional daily logs
- 09**  **Meeting-to-Task Conversion**
Transform OAC transcripts into who/what/when action tables
- 10**  **Project Narrative Summaries**
Summarize schedule variances and project status for client updates

5 Golden Rules of AI Security

1

Data Minimization

Use only what you need. Never upload full datasets if a snippet will do.

2

Protect PII

Strip out names, addresses, and IDs. If it identifies a person, it stays out.

3

Verify Outputs

AI hallucinates. Always fact-check claims, data points, and code before using them.

4

The Social Media Rule

If you would not post it publicly, do not put it into a public AI tool.

5

Respect Org Data

HR files, financial reports, and proprietary information must never leave the secure environment.

Frame / Focus / Finish

Your Prompt Methodology

1

Step 1: FRAME

Start with context. Tell the AI who you are, what you are working on, and what you need. The more specific your setup, the better the output.

2

Step 2: FOCUS

Refine and iterate. Push back on the first output. Ask for revisions, add constraints, narrow the scope. This is where the quality comes from.

3

Step 3: FINISH

Verify and finalize. Cross-check facts, apply your professional judgment, and put your name on work you trust.

The golden question: *"What else do you need to know from me to get started?"*





The "Cheat Code"

Meta-Prompting

What if you don't know what to ask?

The biggest fear beginners have is staring at a blinking cursor. The good news: you can ask the AI to help you build the prompt.

Try this:

"I need to write a response to an RFP section on past performance for a federal facilities project, but I am not sure how to frame it. Can you ask me 5 questions to help me give you the right information?"

This turns the AI into a consultant that interviews you before it writes.



Let's Take a Tour

Where should we begin?

+ Ask anything



Company knowledge



Now Let's Put This to Work

Everything we just covered, you are about to see it live.

Real workflows. Real documents. Real time.

[Live Demo Guide >](#)

(URL will be shared live during the session)



Let's Continue the Conversation

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QR Code
(Add post-session
resource link)