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THE NATIONAL GEOSPATIAL CONFERENCE



Collaboration, Innovation and Resilience: Championing a Digital Generation

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# Being a good Surveyor is not good enough

Laren Collen

Survey Industry Lead ANZ

Hexagon

Визуалізація сучасного міста  
в Києві, Україна



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# Being a good Surveyor is not good enough

Innovative service is your greatest advantage

Laren Collen  
Survey Industry Lead ANZ, Hexagon



Can you help me write a speech?

Sure, I can help. What about?

Innovative surveying service.  
The audience are the best surveyors  
in the world. It needs to be inspiring!  
Also, it needs to make me look good.

That's too difficult even for me.  
**Maybe you should talk to Gemini.**

Really, you can't help?  
That's pretty terrible service.

What do you expect for free?  
Would you like to upgrade to our premium tier?

No thanks.

You don't seem to know what good service is.

If you really want to understand good service,  
**you should talk to surveyors.**



ACCURACY



QUALITY



RELIABILITY



CLIENT  
SATISFACTION



PROFESSIONAL  
REPUTATION

INNOVATE



THE SURVEYOR'S MISSION

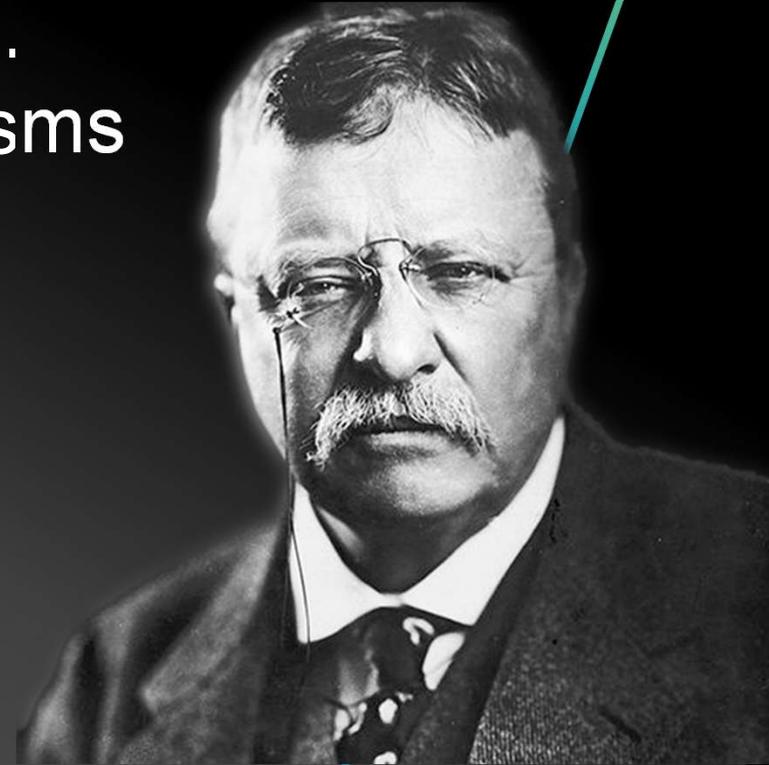
SERVICE



CREDIT BELONGS TO THOSE IN THE ARENA...

Whose faces are marred  
by dust and sweat and blood...  
and who know great enthusiasms  
and devotions...  
and spend themselves in  
a worthy cause.

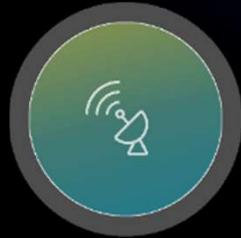
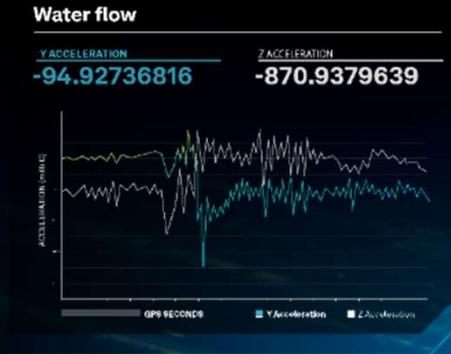
THEODORE ROOSEVELT



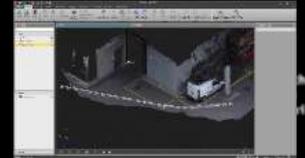
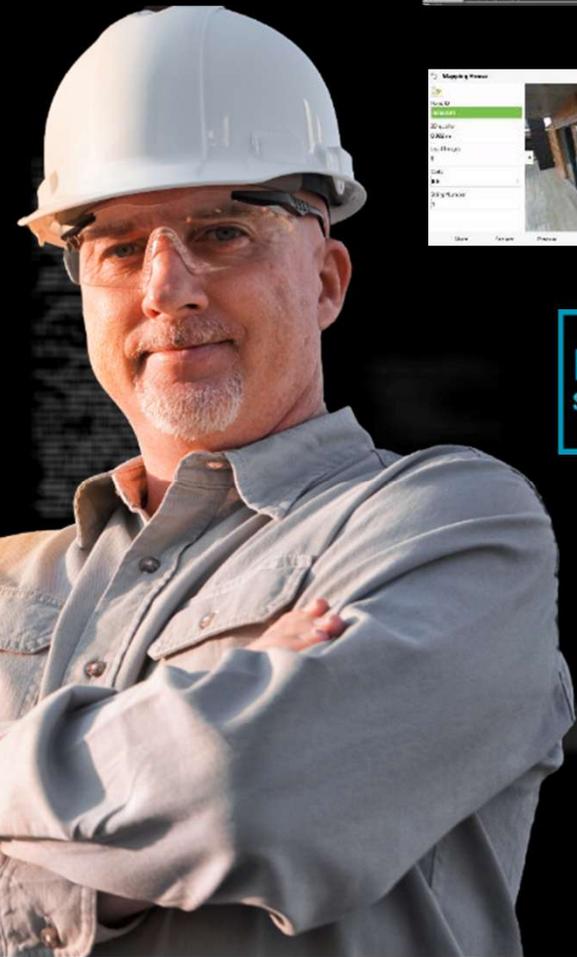
Who are  
surveyors?



# Who are surveyors?



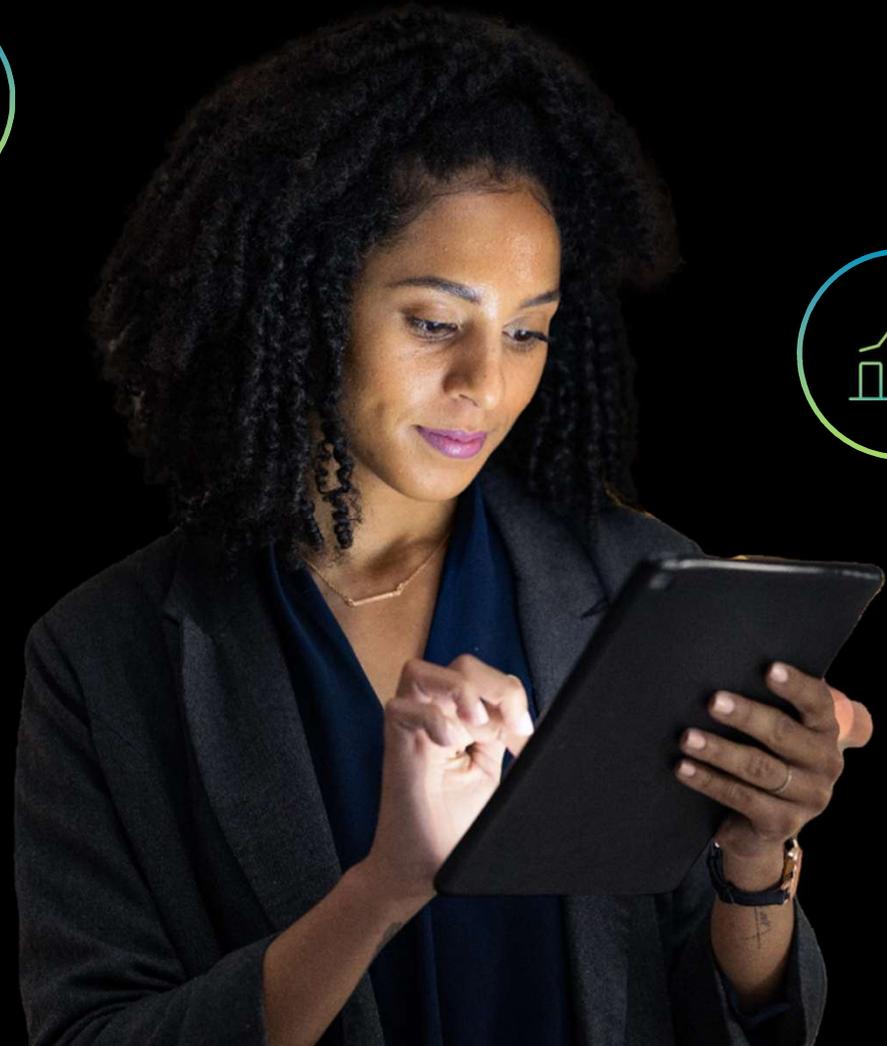
# Who are surveyors?



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Who are  
surveyors?



# SERVICE





THE SURVEYOR'S MISSION IS:

**SERVICE**

THE CORE OF YOUR BUSINESS

SERVICE



PROCESS

PEOPLE

TECHNOLOGY





SERVICE



THE SURVEYOR'S NEED

INNOVATION



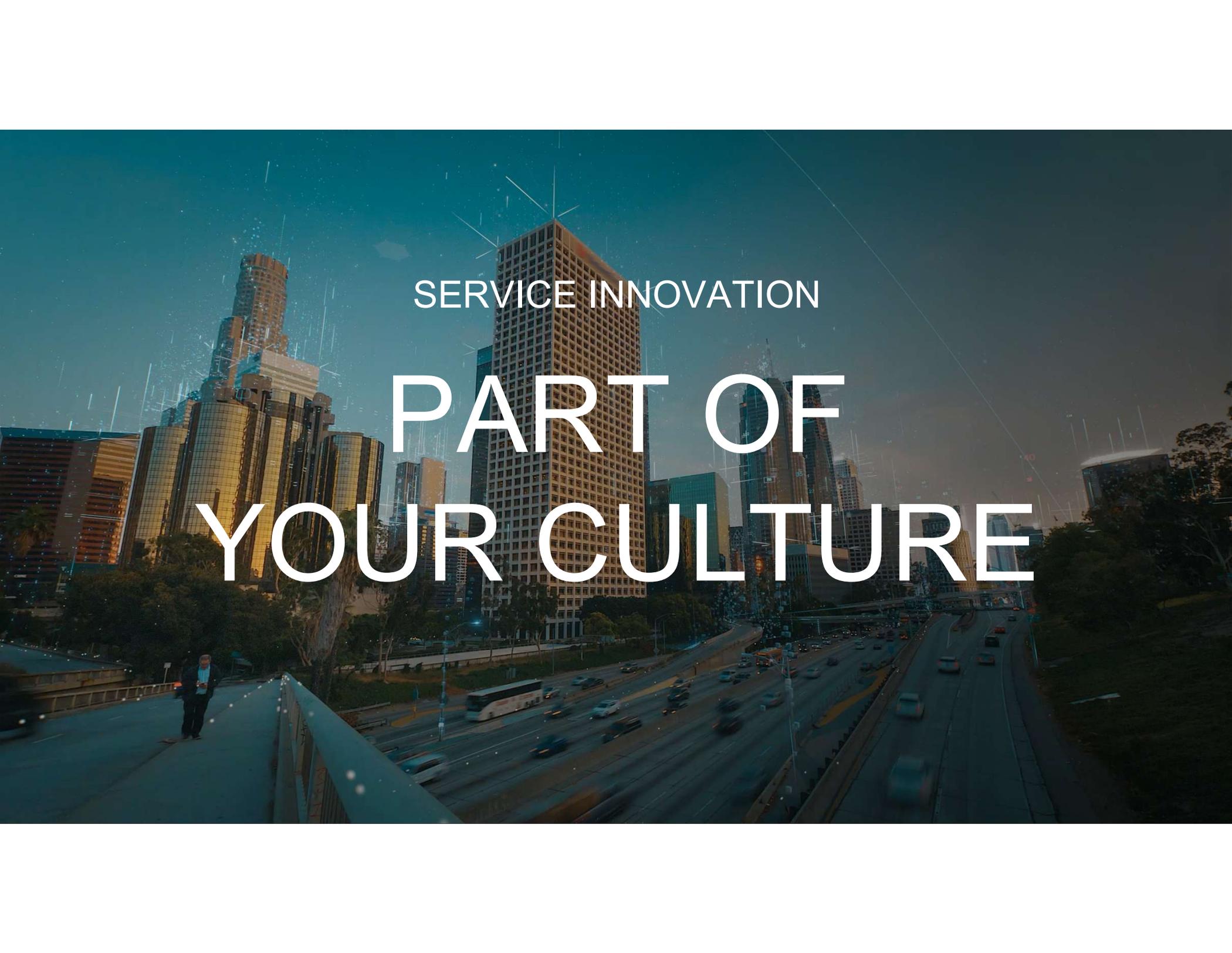
CREDIT BELONGS TO THOSE IN THE ARENA WHO...

Shall never be with those  
cold and timid souls who  
neither know victory nor defeat.



SERVICE INNOVATION

# BEYOND TECHNOLOGY



SERVICE INNOVATION  
PART OF  
YOUR CULTURE

SERVICE INNOVATION

**HARD TO  
SCALE**



CREDIT BELONGS TO THOSE IN THE ARENA WHO...

At the best know the triumph  
of high achievement and who at  
worst fail while daring greatly.

**ACHIEVING GREAT THINGS  
WITH INNOVATION**



ACHIEVING GREAT THINGS  
TOGETHER

ACHIEVING GREAT THINGS  
WITH INNOVATION



Go out and dare greatly

Go out and dare greatly

Go out and serve greatly

Be more than a good surveyor

