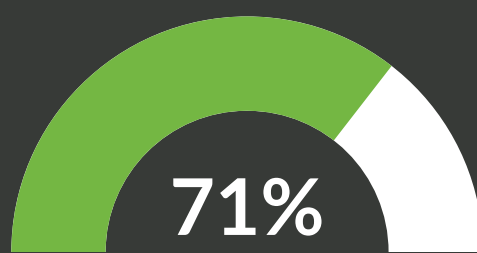


# DIGITAL TRANSFORMATION FOR Construction Companies >

## NEW TECHNOLOGY Adoption



85% of construction project owners have begun their digital transformation journey



71% Construction firms believe digital transformation is a priority

### Hurdles to Adoption

- Tight profit margins don't leave budget
- Limited expertise in technology vetting
- Lack of buy-in from job site workers
- "Digital Transformation" is intimidating

## DIGITAL TRANSFORMATION VS. Digital Growth

Digital transformation is a journey. Trying to complete it all at once is a recipe for frustration and poor ROI. Target digital growth over time, and you'll be well on your way.

### DIGITAL GROWTH IN CONSTRUCTION

## Ideas to Get Started

#### Target the Cloud

Make a list of all server-based applications and prioritize which to replace first.

#### Leverage AI

Speak with your software vendors to learn how they plan to incorporate AI into their solutions.

#### Re-Think Old School Payroll and HR

Document three areas where you could improve your HR processes and include the ways your employees would benefit from each change.

#### Push the (Digital) Envelope

Explore advanced technologies like drone surveying and augmented reality for more accurate and efficient processes.

### STRATEGIES FOR EFFECTIVE

## Implementation

#### Foster a Growth Mindset

Encourage continuous learning and empower employees to experiment and provide feedback.

#### Start Small with Clear, Manageable Goals

Gradually adopt new technologies to the risk associated with large-scale transformation projects.

#### Look for Quick Wins

Prioritize projects based on their potential impact and feasibility. A few early successes raise morale for more difficult projects in the future.

Transformation isn't just a project. It's something that must become a part of an organization's being. That means putting a culture in place so that transformation becomes a natural way of working.

- George Westerman, MIT Sloan