



Constructing the Future: Bridging Generations, Internal knowledge, and Technology in the Construction Industry

FCON Handout

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Opening Remarks

This presentation explores the pivotal role of collaboration between seasoned veterans, tech companies, and the tech-savvy younger generation.

Throughout this presentation, we will delve into the specific roles and challenges faced by seasoned veterans, the unique perspective and contributions of the tech-savvy younger generation and disruptive influence of tech companies.

Join us as we explore how each group can collaborate effectively to drive innovation and progress in the construction landscape.

Unveiling Construction Mastery: A Foreman's Story



I want to take you back to a moment that left a profound impact on me—a construction site visit that revealed the true magic of our industry. As a product consultant for a waterproofing supplier, I had the privilege of using CAD to visualize how our products integrated into building designs. However, it was during one on-site visit that I encountered a construction foreman whose expertise left me in awe.

Picture this: the foreman, with no shortage of plans at his disposal, opened a massive book of blueprints—over 5000 pages! What followed was nothing short of extraordinary. He transformed those flat, 2D plans into a vivid, three-dimensional construction sequence, narrating the building process like a maestro conducting a symphony.

Why is it that this foreman is able to showcase such a high degree of skill, but there's such a barrier in the process to help them adopt new technology?

Seasoned Professionals in Construction

Experience and Expertise:

Seasoned veterans in the construction industry bring invaluable experience and expertise, honed through years of practical knowledge and problem-solving skills.

Mentorship & Knowledge Sharing:

Beyond their technical prowess, seasoned veterans play a pivotal role in mentorship and knowledge sharing, fostering a culture of continuous learning and professional development within the industry.

Challenges in Tech Adoption:

Approximately 25% of the workforce is 55 years or older. Significant portion of older construction workers who need to adopt technology for the organization to be successful in digital transformation.

Key Challenges in Digital Adoption

CHANGE MANAGEMENT

Transitioning to new technology can be challenging for seasoned construction workers. It's like being handed a recipe by a sous chef—you're used to knowing everything about your job.

UNDERSTANDING THE WHY

Knowing the purpose behind adopting new technology is key to unlocking growth. It's not just about pressing buttons—it's about embracing change for personal and professional advancement.

TECHNOLOGY TRAINING

There is an abundance of resources, now more than ever. However, lack of digital skills is still reported as the biggest barrier to the success of digital adoption. Traditional training delivery is not working.

Questions to Ask:-

- How can the construction industry help seasoned professionals, particularly ones who often work on-site understand the 'why' behind disruption and how they will benefit from change?
- What are the challenges in engaging seasoned veterans with technology companies compared to their younger counterparts?
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Potential of Tech-Savvy Generation

Digital Fluency and Problem-Solving:

The tech-savvy younger generation represents a new breed of construction professionals who thrive on digital fluency and creative problem-solving, redefining construction norms with their fresh outlook and innovative solutions.

The Profound Shift in Construction:

There is a profound shift happening with youth in construction rising to the forefront. It's clear that unless construction business are willing to attract young talent there is a huge risk in widening skill gap and overall decline in productivity and competitiveness.

Influence in Technology Adoption:

Influence organizational technology adoption through their natural affinity with digital tools, early adoption tendencies, advocacy for user-friendly solutions, and potential to bridge generational gaps. Ideal candidate as a champion of tech transformation in an organization.

Key Challenges in Digital Adoption

COMBINING FEATURES WITH CONTEXT

Transitioning to new technology can be challenging for seasoned construction workers. It's like being handed a recipe by a sous chef—you're used to knowing everything about your job.

INTERFACING WITH LEGACY SYSTEMS

They encounter frustrations related to outdated tools, limited integration with modern software, complex workflows, and slow performance. This hampers their ability to leverage their digital skills effectively.

EFFECTIVE COMMUNICATION

Championing tech adoption requires effective communication that addresses resistance to change, addressing unfamiliarity with new technologies, explaining the value proposition clearly, and navigating differing learning styles and preferences.

Questions to Ask:-

- What challenges do tech-savvy professionals face when communicating their ideas within the construction ecosystem, especially when engaging with technology companies?
- What strategies can be implemented to bridge the gap and promote collaboration between seasoned veterans and tech-savvy younger professionals in the construction industry?
- What are the challenges in engaging seasoned veterans with technology companies compared to their younger counterparts?

Collaboration Strategies with Technology Organizations

PROMOTING PILOTS

Promote pilot projects with joint teams comprising older veterans and younger workers to demonstrate the benefits of technology adoption in real-world scenarios.

CO-DISCOVERY WORKSHOPS

Organize co-discovery workshops where older professionals and younger workers come together to explore new technologies and gather insights on challenges faced in daily workflows.

TAILORED MODULAR TRAINING BITES

Knowing the purpose behind adopting new technology is key to unlocking growth. It's not just about pressing buttons—it's about embracing change for personal and professional advancement.

Questions to Ask:-

- How can we better bridge the gap between seasoned veterans and technology providers in the construction industry?
- How can we ensure that the expertise and experience of seasoned veterans are recognized and valued in the context of technological advancements in construction?
- What are some examples of successful pilot projects and joint teams comprising older professionals and younger workers in embracing technology adoption?
- How can we create a culture of continuous learning and professional development that benefits both seasoned professionals and tech-savvy individuals in the construction industry?
- How can tech companies effectively engage and collaborate with the tech-savvy younger generation in the construction industry?
- What role do tech companies play in addressing the challenges faced by the tech-savvy younger generation in the construction industry?



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