



HUMAN BEINGS

**NOT
STRUCTURES
MAKE GREAT
PROJECTS**

FIVE KEYS TO LONG TERM SUCCESS

PRESENTED BY:



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WHAT DO CLIENTS WANT?

“If I had asked people what they wanted, they would have said a faster horse.”

- Henry Ford

WHAT DO OWNERS **REALLY** WANT?

- To win
- To be part of the team
- To feel included
- To feel pride
- To be respected



Security: To trust their construction teammates

WHAT DO OWNERS FEAR?

Fear of:

- Being taken advantage of
- Cost over-runs
- Schedule over-runs
- Bad quality
- Experts' knowledge
- Letting down their owners/investors



Fear of their own ignorance

FEAR, MISTRUST, AND UNCERTAINTY ARE THE **ENEMY** OF EXCELLENCE

- “Start With Why” by Simon Sinek
- Trapeze artist and his net

KEY #1

INTEGRITY & ALIGNMENT

ESTABLISH
INTEGRITY

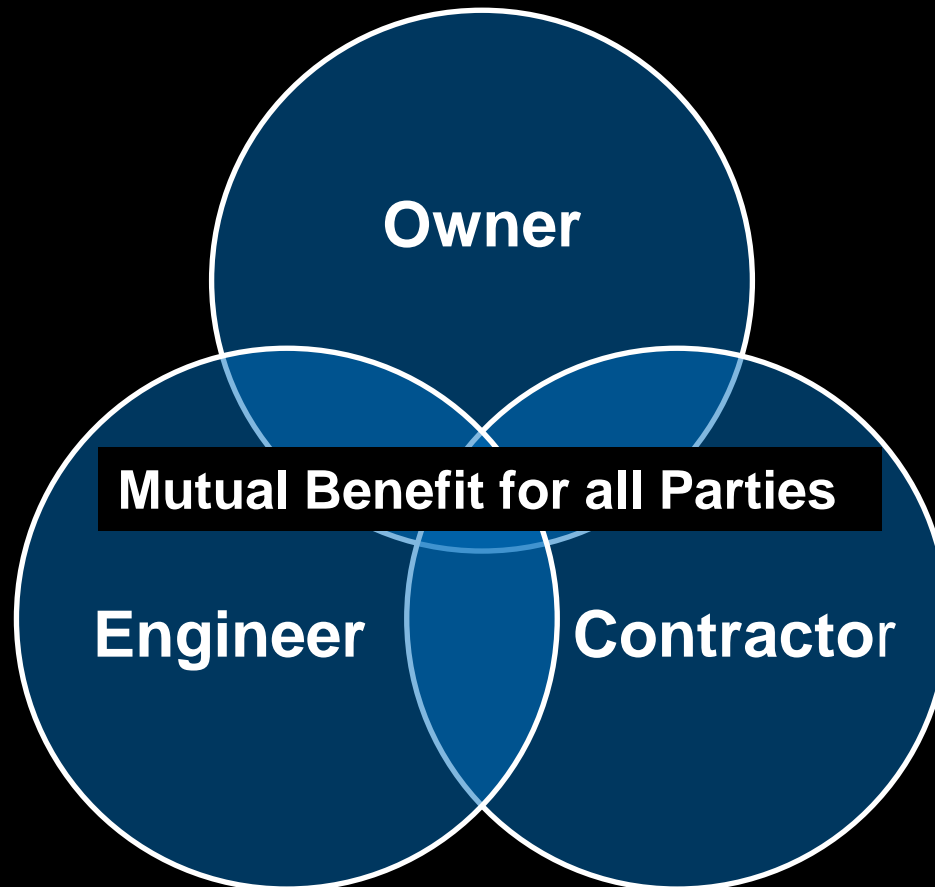
ALIGN
YOUR
OBJECTIVES

VISUALIZE
OUTCOMES

Key # 2 Collaboration and Planning



COLLABORATION & PLANNING



COLLABORATION & PLANNING

Advantages for the Owner



- Builds Trust and Confidence over Time

PLANNING MEETING



COLLABORATION & PLANNING

Advantages for the Engineer

Are you a referee or a target?

- Builds trust and confidence with the team over time

COLLABORATION & PLANNING

Advantages for the Contractor

- Can provide stress free budget and schedule
- Builds trust and confidence with the team over time

KEY #3

COMMUNICATION

TALK ISN'T CHEAP. IT'S INVALUABLE

**MOST MISTAKES, COST OVER-RUNS
AND CONFLICTS OCCUR BECAUSE OF
POOR COMMUNICATION**

WEEKLY SUBCONTRACTOR MEETINGS

- Weekly subcontractor meetings focus and unify effort
- Reduces uncertainty
- Builds a sense of teamwork



PROGRESS MEETING WITH OWNER

- With everyone in the room, speed of decision making is instantaneous
- There must be a decision maker at the meeting
- Increase owner buy-in
- Builds trust and commitment



EXTERNAL COMMUNICATION

Website, Newsletter, and YouTube

“Control the Conversation”

- Build anticipation
- Silence the naysayers and gossip mongers
- Defend the owner rep or the Board

Show the positives

- Videos
- Photos
- Progress updates

facebook

You Tube

twitter



KEY #4

Performance

IF YOU CAN'T PERFORM GET
OFF THE STAGE

PEOPLE ONLY KNOW WHAT YOU
DO

COLLABORATIVE CONSTRUCTION MANAGEMENT

- Everybody is working together as a **team**
- Utilize the **expertise of each** stakeholder
- **Builds buy-in from everyone** there because they are part of the process
- Total **transparency** and disclosure builds trust
- Monitor efforts – track changes, document changes, review data,
- Build trust and confidence

PERFORMANCE MARKETING



MANAGE CONFLICT - A FORK IN THE ROAD



- Lifelong consequences
- Step up
- Make sure they notice
- Harsh Critic versus Raving Advocate



KEY # 5

WOW! FACTOR

**OWNERS NEED EMOTIONAL REINFORCEMENT OF WHAT
THEY ARE PAYING FOR.**

Wow! FACTOR

- Owners **need** to see where their money went.
- Curb appeal is required to **satisfy** owners.
- Structural fixes alone are not enough.
- Owners crave **pride** of ownership.
- They want to feel **refreshed**.
- They want to see and **feel** the transformation.
- They want to be able to **show** off to their friends and family
- Unexpected **bonus features**

ARCHITECTURAL POOL DECK



RENOVATED **RECREATION** DECK



COMPASS ROSE – STAMPED CONCRETE



HYBRID COATINGS AND ARCHITECTURAL RAILINGS



FINISHED PRODUCT



INTANGIBLE Wow FACTORS

- Fanatic customer service
- Constant Good Humor
- Celebration of success
- Direct, human visceral connection
- The limbic brain system

TANGIBLE RESULTS FOR THE CONTRACTOR ON THIS PROJECT

- International recognition for winning project of the year
- A tremendous sense of accomplishment
- A true spirit of teamwork
- Very profitable project
- Three (3) new projects with the client within one year
- Two new clients who merely drove past the job and called

Act ID	Description	Orig Dur	Early Start	Early Finish	2012																														
					JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC																			
Elevation K																																			
1000	Permit	40h	03MAR12	30APR12																															
1010	Mobilization - Swing stage setup	10	01MAY12	01MAY12																															
1020	Remove railings	50	01MAY12	08MAY12																															
1140	Remove partitions for access	20	01MAY12	02MAY12																															
1030	Stucco removal and replace at balcony	150	08MAY12	28MAY12																															
1040	Remove existing deck coatings	100	08MAY12	22MAY12																															
1050	Remove embedded rail posts	100	11MAY12	24MAY12																															
1070	Concrete spall repairs & crack repair	120	11MAY12	28MAY12																															
1080	Repair partition dividers	120	08MAY12	30MAY12																															
1100	Install balcony cant bead	50	17MAY12	23MAY12																															
1090	Paint balcony ceilings and walls	150	21MAY12	06JUN12																															
1110	Apply urethane deck coatings on balconies	100	28MAY12	11JUN12																															
1120	Install new aluminum railings	30	11JUN12	13JUN12																															
1130	Relocate swing stage	10	14JUN12	14JUN12																															
Elevation L																																			
1150	Remove railings	50	15JUN12	21JUN12																															
1160	Remove partitions for access	20	15JUN12	16JUN12																															
1170	Stucco removal and replace at balcony	150	16JUN12	10JUL12																															
1180	Remove existing deck coatings	100	22JUN12	06JUL12																															
1190	Remove embedded rail posts	100	26JUN12	10JUL12																															
1200	Concrete spall repairs & crack repair	120	26JUN12	12JUL12																															
1210	Repair partition dividers	120	26JUN12	18JUL12																															
1220	Install balcony cant bead	50	02JUL12	09JUL12																															
1230	Paint balcony ceilings and walls	150	05JUL12	25JUL12																															
1240	Apply urethane deck coatings on balconies	100	13JUL12	26JUL12																															
1250	Install new aluminum railings	30	26JUL12	30JUL12																															
1260	Relocate swing stage	10	31JUL12	31JUL12																															
Elevation M																																			
1270	Remove railings	50	01AUG12	07AUG12																															
1280	Remove partitions for access	20	01AUG12	02AUG12																															
1300	Stucco removal and replace at balcony	150	02AUG12	23AUG12																															
1290	Remove existing deck coatings	100	08AUG12	21AUG12																															
1310	Remove embedded rail posts	100	10AUG12	23AUG12																															
1320	Concrete spall repairs & crack repair	120	10AUG12	27AUG12																															
1330	Repair partition dividers	120	14AUG12	29AUG12																															
1340	Install balcony cant bead	50	16AUG12	22AUG12																															
1350	Paint balcony ceilings and walls	150	20AUG12	07SEP12																															
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1420	Stucco removal and replace at balcony	150	16SEP12	29OCT12																															
1410	Remove existing deck coatings	100	21SEP12	04OCT12																															
1430	Remove embedded rail posts	100	25SEP12	08OCT12																															
1440	Concrete spall repairs & crack repair	120	25SEP12	10OCT12																															
1450	Repair partition dividers	120	25SEP12	10OCT12																															
1460	Install balcony cant bead	50	01OCT12	08OCT12																															
1470	Paint balcony ceilings and walls	150	01OCT12	20OCT12																															
1480	Apply urethane deck coatings on balconies	100	11OCT12	24OCT12																															
1490	Install new aluminum railings	30	24OCT12	28OCT12																															
1500	Demobilize swing stage and project	10	28OCT12	28OCT12																															

Start date: 03MAR12

Finish date: 28OCT12

Date data: 03MAR12

Run date: 03MAR12

Page number: 1A

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■ Early bar

■ Progress bar

■ Critical bar

■ Summary bar

◆ Start milestone point

◆ Finish milestone point

WHAT YOU WILL GAIN

- The cost of getting a new client is reported to be 5 to 8 times more expensive than keeping a current client
- A happy current client will pay more than a skeptical new client because they know, not hope, that you can perform
- A repeat client is more apt to give good referrals
- A repeat customer is more forgiving of a mistake because they presume it was not intentional or the norm
- Repeat customers become friends and advocates over time

STILL DON'T BELIEVE?

- Think of your **personal life** – spouse or child
- Integrity
- Start with the end in mind – Alignment
- Communication
- Collaboration
- Performance
- Wow Factor

IT'S NOT JUST BUSINESS IT'S PERSONAL

