

It seems most people nowadays are eager to discover new technologies that can enhance their lives - for work and play - and this enthusiasm is particularly prevalent among younger workers who are excited about the potential of artificial intelligence. However, the construction industry is habitually slow in adopting technology, and this lack of eagerness has made it increasingly challenging to attract that young talent.

One example is the continued use of outdated manual processes for construction-project management. Without the proper tools, many construction businesses waste valuable resources and struggle to manage costs effectively, thereby driving potential employees away.

For example, according to the 2023 Yooz Survey: Technology in the Workplace, younger employees are often the first to embrace new technologies at work, with 32% of salaried workers under the age of 25 stating that they are “among the first to experiment with and use them.” In an industry perceived as one of the last to embrace technological advancements among the 10 surveyed, it is evident that construction companies must prioritize

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## CONSTRUCTION AND TECHNOLOGY: PAST,

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for construction companies, especially considering the current climate of inflation, the growing demand for technology-forward workplaces and the growing prevalence of artificial intelligence.

on physical presence and the necessity for remote work accelerated the adoption of digital tools. Even as the initial crisis passed, video-call site meetings, digital orders, and virtual inspections remained commonplace on construction projects. These technologies have not only enhanced communication and collaboration but have also improved project efficiency and reduced the need for full-time, onsite presence for many roles.

Looking ahead, the potential of technology in construction is vast. Embracing digital collaboration tools can enhance customer relationship management, equipment management, project scheduling, resource planning, risk management, and capital financing. By streamlining these processes, construction companies can improve productivity, reduce costs, and ensure smoother project execution. Furthermore, advancements in back-office operations through contract management, payment automation, progress tracking, and performance dashboards can provide better transparency and control over project finances and timelines.

While construction can never be performed 100% offsite and in the back office, onsite technology solutions hold immense promise in enhancing productivity and safety. Compliance systems can help ensure adherence to safety regulations and mitigate risks. Marketplaces for construction materials can enable easier procurement and better cost management. Drone-enabled inspections can provide real-time data on construction progress and identify potential issues before they escalate. Robotics, automation, and 3D printing can automate labor-intensive tasks, increase precision, and accelerate timelines.

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## GEAR SHIFT

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Modernizing operations with a technology-forward approach is essential for construction companies to sustain and improve their efficiency and accessibility.

**Develop a management strategy:** Construction companies must assess their current operations and identify areas where technology can drive efficiency gains. A well-defined strategy will help determine the types of equipment and devices the organization should implement to increase productivity and

streamline processes. During this evaluation, it is crucial to consider the preferences and needs of younger workers, who are more inclined toward technology.

**Automate and streamline data-capturing processes:** 64% of workers believe automating manual tasks is crucial for improving efficiency. Manual data entry and paperwork can be time-consuming and prone to errors. By automating data-capturing processes, companies can save valuable time and eliminate costly inaccuracies. Automation extends beyond administrative tasks and encompasses documentation and compliance regulations. Automating these processes

ever-evolving industry. By leveraging technology, construction companies can navigate the challenges posed b

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## About the Author

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Laurent Charpentier is the CEO of \_\_\_\_\_

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