How to Manage Technological Change in your **Roofing Business?**

E B O O K

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Introduction

We are in the era of advanced technology and observe the most powerful innovations and effective technological changes. Every industry is shifting from a manual work process to complete automation. But the construction industry is still struggling to get aid from the latest creative technologies.

Do you know what a pickup truck, a portable circular saw, a nail gun, a cement mixer truck, and a stylish hydraulic excavator all have in common? The clear answer is that they are all devices and equipment typically found on construction sites today. Another accurate answer would be that they are all elements of construction technology that didn't exist 100 years ago.

Guess what the job site would be like today without construction technology. We might be cutting panels and drilling holes using our hands without power tools. Without labor, heavy equipment would excavate sites and trenches with shovels and pickaxes. If there were no elevators, buildings might be small in size.

Technically, the advancements in recent construction technology have always pushed construction ahead, so, oddly, multiple companies are slow to embrace the latest construction technologies. We can build taller, more robust, and more energy-efficient structures. Technology has made construction sites safer and workers more efficient. It has enabled us to improve productivity, increase collaboration, and tackle more complicated projects.

There are several opportunities from many contemporary construction techniques and ideas for automating construction work. Innovative software solutions and the use of technology in construction are increasing each year by construction companies to get excellent benefits and completely change the structure and building process.

Construction companies should embrace the latest technologies and tools to thrive in the market, simplify their business processes, and keep their business alive in the competitive industry.

Technological change in the construction industry is rapidly increasing. With cutting-edge technologies like artificial intelligence, machine learning, big data, predictive analytics, etc., business leaders face significant challenges in executing such systems. Managing technological changes is not effortless, and this problem expands further with the organization's size.

From addressing employee concerns to generating revenue, creators must handle a dozen situations. While there will still be early adopters and stragglers in every organization, making an overall effective strategy involves considering everyone. The issue of wide-ranging queries and doubts manages to increase dramatically with the organization's size, and so do the challenges in implementation.

The question that surfaces is how to manage technological changes smartly to eliminate the negligible friction that is involved. To decode this, we have devised a unique approach to managing technological changes in construction. Though the focus is more on large organizations, management principles will affect small and mid-size companies.

How to Empower your Construction Team to Embrace the Change?

As a roofing project manager, you probably spend a lot of your day trying to manage all the tasks onsite— stuff that you really don't want to do. Whether it is a change in your organization, a new job you need to learn, or some extra work, you need to be proficient. It is easier for a leader to have a team that preferably participates rather than be pushed into what they need to do.

The growing influence and knowledge to entice without pushing or driving is an art, but that's what can be learned. Preferably, it is essential to identify that human beings don't manage to gravitate toward or embrace change inherently. Most people would prefer stasis if they are left to their own decision-making. It's not that individuals won't change; it's just that, in multiple cases, they are afraid of the unknown.

If someone can't see clearly how the change will impact them and precisely what they need to do, and they can't ensure an outcome, the natural preference is to stay with what one understands.

There are four key ways you can evolve your influence and persuasion skills to adapt to change:

1. Feed Information

Some people desire facts and data. If your roofing team wants evidence, they are looking for some explanation. Today, trust has become a clause. There have been several cases when you don't have all of the facts and data; there is only a future roadmap you are trying to get to.

But there is always some fact-based logic to making a shift or a new decision. It could be trends in your roofing industry. It could be income or profit-based. It could be based on the number of people on your team. Look for ways to gather some information that shows your audience you have a concrete reason for making the recommendation or request.

2. Understand the Process of Reframing

Reframing is a method developed from neuro-linguistic programming, art, and science after reading people and their body language when communicating. Reframing is handling a situation by changing the "frame" or the method in which you describe the problem.

It's a relatively straightforward but effective process. Let's say you have an extraordinarily fierce and honest employee. Your roofing team might say that person is "intrusive and selfish," but you might consider that sentence, "That person manages to be very bold when they believe sincerely in something."

The person is exactly the same, and the behaviors are the same, but the frame is quite different — and thus, the interpretation is significantly different. Suppose you are attempting to convince a team member of something and want to be more persuasive. So, being a roofing project manager, don't discard their resistance out of hand, but rather reframe it for them.

Some roofers will call this using rose-colored glasses, but it is just another honest way of looking at the exact situation. If you are going to tell yourself a story about something, why not pick a more positive story to tell?

3. Narrate a Story

And communicating stories, storytelling is also a powerful tool when you're trying to control. Those people who are not moved by facts, data, and information need some story that pushes them because they identify with it.

If you want someone to modify their behavior and resist, consider briefing them with a story about someone — preferably similar to them — who made the change and discovered themselves in a more positive place. People recall stories, and they relate to them.

Stories are compelling because they create imagery and connect people. Keep a story, or two or three, to keep your position and tell it compellingly and believably to your audience.

4. Let your Team Recognize Their Own Challenges

People fight because they see what might go wrong or what's in the way. Again, it's an incredibly natural human reply who wants to focus on why it might not or can't operate: It's too complicated. Too costly. No time. Too complex. The lists can be endless.

Let your team members manage their barriers — raise them and grab them. But then, help your team associates organize them. What obstacles can roofers control? What can they influence? What's out of their control? So support your team and let them focus on those barriers they can control and influence.

5. Introduce Training Sessions

Planning training programs for your roofers will help them showcase their talent as well as embrace change seamlessly. In this way, your team of roofers will thrive in their job and be more productive.

4 Pragmatic Solutions that Will Help you Promote Change Management

Change is not commonly a word that exhilarates people. Yet, change is necessary for organizations that want to keep pace with a growing marketplace. So, how can roofers manage change successfully when their teams are not always eager to execute?

The most practical way to change our organizations and achieve better results is to modify our approach—including our conversations, the behaviors we benchmark, and the processes for getting things done. When we do that, we set the wheels in motion to implement new strategies successfully.

1. Build a Business Case

Set the background for transformation by defining why modifications are required now. The company can improve efficiency and greatly reduce operational costs by consolidating core operations. It has unlocked new revenue streams.

The cost saving of reducing disparate systems (e.g., IT maintenance, infrastructure, software licenses) makes for a fascinating business case.

2. Effectively Communicate Changes

With all the phases involved in a substantial organizational change, one aspect that's often neglected is a thorough and structured communication schedule. You must share the right things with the right people at the right time, or you'll unintentionally cook up the rumor mill.

At a high level, communicate what will change and who will be impacted. Contrarily, highlight what will not change, as this provides people with limitations and a sense of stability.

3. Promote Flexibility among Employees

Make sure your employees feel engaged in a transition plan. When employees feel engaged, they're more corroborative of the effort—and less likely to offer resistance.

Make it apparent that everyone has a part to play in successfully executing the changes and the overall transformation. Explain how you will manage the proposed modifications and the expected timing of the changes. Provide quick next steps and introduce team members who will direct the effort.

4. Bring Change in Phases and Get Better Roofing

Take a minute to identify little achievements to build acceleration for your transition. Even small modifications can take time, so be realistic about how you implement these changes. Be sure, when conveying the change, there is a commitment from the top. Each roofer should note the explicit promises that the team has made to the change process. This promotes trust and makes the roofers accountable to their employees. Companies ought to question the status quo and turn a new leaf in the digital world to become more efficient and competitive.
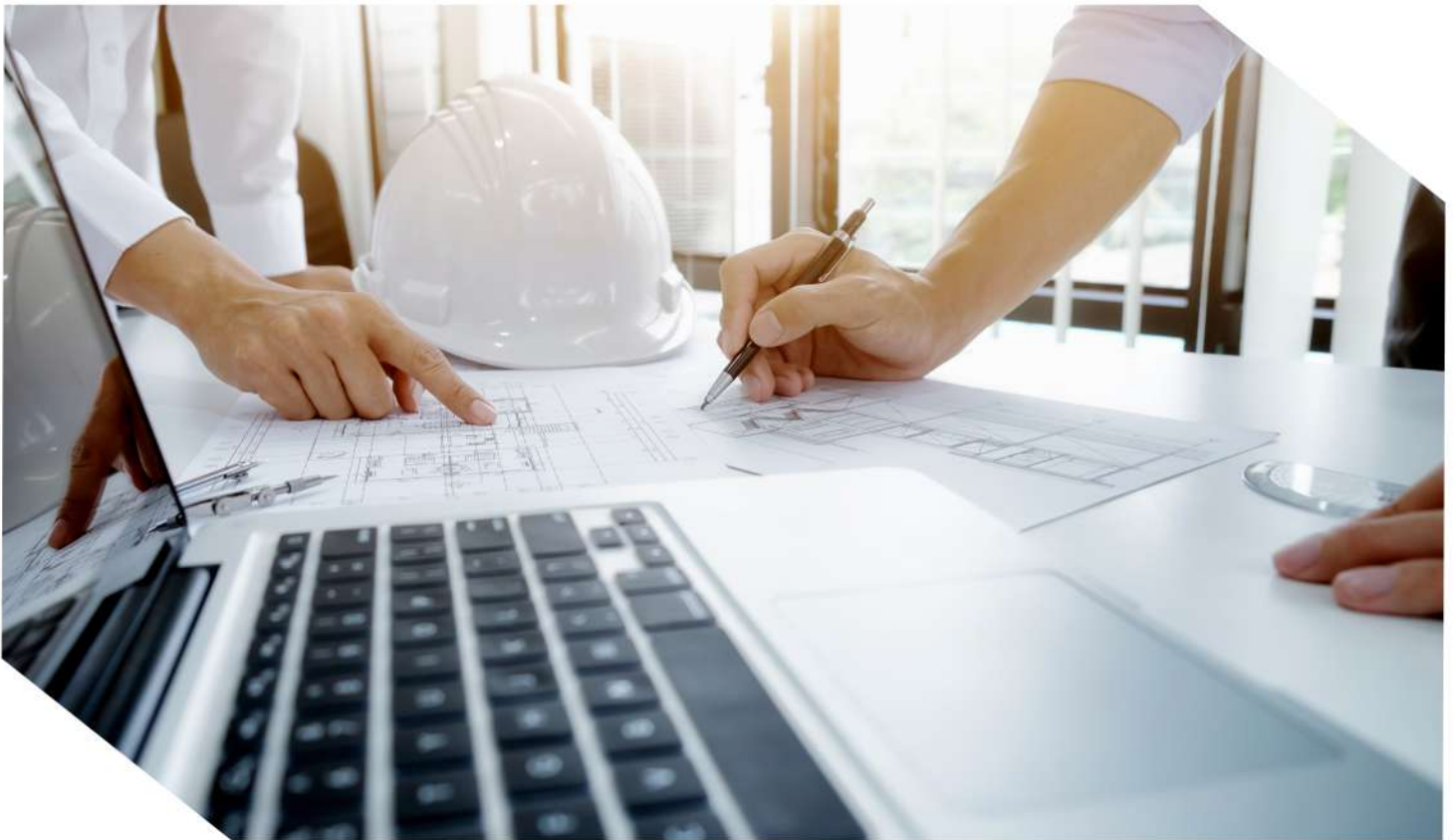
How will Technological Implementation Boost the Overall Productivity?

Are you always looking for additional information on how to improve workplace productivity?

"How to be more effective" is arguably one of the most researched topics online among modern-day roofers. More intricate and fluid roles and advancing workloads drive employees throughout various industries to continually look for workplace productivity hacks.

Nevertheless, the accountability for improving productivity should be heavily considered on the roof by the roof managers—and not the team.

The challenging part is that every workplace is so distinct. As such, offering precise and uniform behavioral changes, procedures, and systems to improve workplace productivity can be challenging.

Considering the above, what common employee productivity strategy can be applied to additional workplace compositions and dynamics? Technology.

• Easy Access to Information

Providing roofers access to their job's vital information is essential to every business strategy. There are multiple reasons to ensure your employees have effortless access to information. Imagine: you have a corporate intranet, but nothing has access to it due to a network malfunction. Then, robust customer calls require immediate confirmation of data within your system. What do you do? Tell the customer you can't give them the details because you don't have them. That's a flawed look for your business.

You need to invest in a better, reliable network to sidestep that scenario. This affects a multifaceted approach, funding security measures, data backing, and continuously improving processes. Your network stability is one of the most critical features to ensure your employees have access to essential information.

• Available Data Anywhere Anytime

The knowledge economy is vital. Several jobs can be done from anywhere. Technology has enabled us to switch on Wifi in a spontaneous office. Investing in a VPN may authorize employees to work from wherever they will be most comfortable if you choose.This can result in a significant increase in productivity simply because employees are happier when given the option to work where they want.

But in the roofing industry, accessibility to information from the project site and office plays an integral role. It not only creates a collaborative environment but also allows roofers to accomplish their project goals with the utmost ease.

• Customer Satisfaction

One of the best ways to increase your roofers' productivity is by connecting your CRM solution to their devices. Giving your employees effortless, quick access (when needed) to client information reduces time wasted digging for that information.

This, in turn, increases customer satisfaction because they now have to wait less time to have their issue resolved. Several ways to link your CRM to your network exist: an intranet, a business portal, or other custom solutions.

Conclusion

Technology can either slow your productivity or greatly improve it. It's all about making the most of what's known. The challenge comes from executing it in a way that can increase your team's performance.

Productivity at work is a vision that involves almost all critical business benchmarks such as profits, employee retention, operational costs, and even customer and client satisfaction in the roofing industry.

It also impacts intangible, yet equally meaningful, things including company culture, employee experience, work environment, and brand identity.
Every manager or company owner needs to accept this: Unless you plan to return to your procedures, workplace needs and requirements have nowhere to go but up.

Improving workplace productivity should still be a priority to satisfy these demands without overworking your roofers.
Luckily, technology is evolving dynamically. New tools are introduced to help companies improve productivity and make the work more pleasant for employees and managers.

You should intentionally invest in productivity technology and integrate it into your core business strategy.

About ProjectPro

ProjectPro is a division of Netsmartz LLC global group of companies. ProjectPro is specifically designed for construction firms and powered by Microsoft Dynamics 365 Business Central to make sure you get the most out of your business software.

Stand out of the league by streamlining your business processes, controlling costs, and offering timely and accurate information. ProjectPro holds the potential to integrate your crucial job quoting, project accounting, resource management for labor and equipment, and much more all in a single database.

With integrated data, intelligent transaction processing, and robust analytical and reporting capabilities, you can reduce the time and effort it takes to access meaningful information necessary to make good business decisions.

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