

# COMMERCIAL Construction & Renovation

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## Designing Future-Ready Cities

The art of urban planning and sustainable infrastructure

Steven Cornwell,  
Global Director of  
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### Exclusive Inside:

The value of transparency, honesty and collaborative client communication

A proactive approach to construction safety

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# Clearing the lines

The value of transparency, honesty and collaborative client communication

By Scott DeLano

In the construction industry, maintaining transparent and open relationships with clients is one of the most important components of a successful project. Clear communication is the foundation for collaboration, enabling construction teams to establish partnerships, enhance trust and deliver exceptional results.

By prioritizing transparency throughout each project's lifecycle, from initial discussions to completion, construction teams can create an environment of shared understanding, minimizing misunderstandings and ensuring that clients are well-informed every step of the way.

In this dynamic industry, where complexities and unforeseen challenges are ever-present, transparent relationships allow teams and clients to tackle obstacles together, making each project a mutual success.

## A Picture is Worth a Thousand Words

In the construction industry, the age-old saying "a picture is worth a thousand words" holds an even greater significance. This is because words often fall short of capturing a project's complete progress and essence, while images uniquely convey the true picture. Project imagery is one way for construction teams to track a project's progress and a great way to keep clients up-to-date.

The team at Certified Construction Services uses a professional photographer to capture our project progress. While using images taken with an iPhone or Android can be satisfactory for client updates, opting for professional photography is an excellent means to enhance our portfolio and offer clients exceptional visuals as their project progresses toward completion.







WEEKLY PROJECT STATUS REPORT

PROJECT INFORMATION	
Project:	Luna
Date:	3/7/2022
Job Number:	2110
Job Location:	Nashville, TN
WEATHER REPORT	
28-Feb	Temp, Hi: 59 Lo: 29. Precip: 0.00"
1-Mar	Temp, Hi: 72 Lo: 34. Precip: 0.00"
2-Mar	Temp, Hi: 78 Lo: 44. Precip: 0.00"
3-Mar	Temp, Hi: 75 Lo: 50. Precip: 0.00"
4-Mar	Temp, Hi: 78 Lo: 43. Precip: 0.00"
PROJECT ISSUES AND DOCUMENTATION	
1	NES is only providing 500 KV generator. Will require us to set termination cabinet.
2	
3	
4	
PROJECT ACTIVITIES (LAST WEEK)	
1	Continued framing 3rd Level walls of Building A
2	Completed wall layout for 2nd Level of Building B
3	Began framing 2nd Level walls of Building B
4	Began 2nd Level plumbing rough-ins for Building A
5	Continued setting boxes for Level 1 & 2 of Building A
6	Continued under podium electrical and plumbing rough-ins
PROJECT ACTIVITIES (THIS WEEK)	
1	Complete framing 3rd Level walls of Building A
2	Begin setting 4th Level floor trusses for Building A
3	Complete decking of 2nd Level floor of Building B
4	Complete framing 2nd Level walls of Building B
5	Continue setting wall & light boxes on 2nd Level of Building A
6	Begin rain leader rough ins through 4th level of Building A
7	Continue under podium electrical and plumbing rough-ins
CURRENT PROJECT PHOTOS ATTACHED	



For example, for the recent multifamily project Luna in The Gulch community in Nashville, Tennessee, Certified Construction Services had professional aerial drone photography taken throughout the process. This gives it a perfect depiction of how the building evolved through each stage of construction.

**Keeping Clients Informed on Progress**

In addition to utilizing photography, it's crucial to keep clients informed about project progress by incorporating updates in progress reports and weekly communications. First, it is important to understand how your client prefers to communicate.

From there, the construction team needs to integrate their communication into the client's preferred method seamlessly. In most cases, less is more when it comes to these updates.

While building Luna, Certified Construction Services shared construction progress through weekly progress updates emailed to the entire project team on the same day

each week. This concise approach allowed the construction team to convey work completed the week prior, work items for the current week, construction photos of work related to that report and a list of hot project items that needed immediate attention.

This approach allowed it to provide a comprehensive weekly snapshot of the project without burdening the team with over-information. These reports enabled our team to communicate effectively, document progress, identify potential challenges and highlight key items that needed to be addressed.

**Communicating Through Unforeseen Complications**

Engaging in difficult conversations with clients can be challenging. Nevertheless, maintaining transparency in communication is vital to ensure that clients are well-informed and prepared for any unforeseen challenges during the project's development.

Construction teams can build trust through upfront transparency by fostering

an open and constructive dialogue with their clients.

Undoubtedly, unexpected complications are an inherent part of the construction process. It is important to help your client understand that it is critical for them to approach the process with an understanding that construction projects rarely unfold seamlessly without any challenges.

However, it is vital for construction teams to engage in brainstorming sessions to develop potential solutions for any challenges that arise before presenting them to the client. It is crucial for teams to have a well-thought-out plan regarding possible alternative solutions to offer the client and be prepared to engage in confident discussions about these alternatives.

During the construction of Luna, Certified Construction Services faced a complication that directly impacted the critical path of the construction schedule. During the middle of the construction project, it was informed by the local power company that there was a shortage of electrical transformers required

for its building power service and that the transformer that it was scheduled to receive was smaller than the original design.

This meant that much of the electrical underground conduits, feeders and equipment needed to be modified to obtain building power.

It was imperative that Certified Construction Services immediately communicated this issue to the project team so that it could collectively start working on a solution. The new requirements from this transformer change included obtaining a long lead termination cabinet, removing electrical roughs that were in place, ordering new feeder wire and changing the size of the wire, and installation of the new equipment, feeders and terminations.

This change resulted in the building receiving final power nearly five months later than anticipated. To keep the project moving, the team sourced generators and other supplementary power to keep construction moving along. Certified Construction Services also re-sequenced key construction objectives so that work items and inspections could continue.

At every step of this process, Certified Construction Services involved the entire project team so that communication was controlled and decision-making was consistent and focused on keeping the budget intact and the schedule moving forward. In the end, there were costs and delays related to this change, but they were minimized by these efforts.

Without transparent and open relationships with clients, the construction industry would fail to thrive. Clear communication acts as the foundation for collaborations, fostering trust and facilitating the delivery of outstanding projects. In an industry characterized by complexity and unforeseen challenges, transparent relationships empower teams and clients to confront obstacles collectively.

By embracing transparency as a guiding principle, construction teams can create strong partnerships, drive innovation and achieve remarkable results. **CCR**



**Construction teams can build trust through upfront transparency by fostering an open and constructive dialogue with their clients.**



Scott DeLano is Principal of Certified Construction Services.