Construction Industry: Setting Goals for 2015

This article was based on the expertise of the company and various online resources.
Introduction

Submittal Exchange® is a collaborative construction document management solution that provides our clients with increased transparency, among many other benefits, to drive success on their construction projects. And like the transparency we create between the various project team members using our system, we strive to achieve that same transparency between our employees and our customers, creating trusting and lasting relationships.

With 2015 just getting underway, it is a great time to set goals and make predictions for the new year. And in that process, it is important to look back on 2014 to understand what was successful and consider changes that may need to be implemented to make our companies more successful in the future.

Setting Goals

Make them S.M.A.R.T. Your goals should be:

- **Specific**  
  *Specific goals need to be clear, focused, concise and well-defined.*

- **Measurable**  
  *To measure your success, you need to establish timelines, dates, dollars amounts, etc. Being able to measure your progress ensures you will stay on track.*

- **Attainable**  
  *To make a goal attainable, it must be important to you. When you set out to accomplish goals that are important to you, you will find ways to make them happen.*

- **Realistic**  
  *For a goal to be realistic, you must be both willing and able to work toward it.*

- **Timely**  
  *Every goal should have a timeframe…a starting point and an ending point.*

When developing goals, it is important to make sure they meet these S.M.A.R.T criteria and that they are realistic and something the company is able to accomplish. Make sure your goals can be easily measured and that they can be accomplished in the amount of time available to you. Without specifics on where you need to be, how will you know when you get there? Companies with outlandish goals that are impossible to achieve will only be met with failure. Make sure you are not one of those companies.

Get in the habit of setting S.M.A.R.T goals each year. And at the end of each year, take time to reflect and to analyze what you have accomplished and how those goals will carry over and be built upon into the next year.
“A mere 7% of employees today fully understand their company’s business strategies and what’s expected of them in order to help achieve company goals.”


Statistics show that writing down your goals gives you an 80% higher chance of achieving them. And posting them in a highly visible location for all employees to see will provide a sense of accountability within your organization, and give your employees something to work toward.

Example Goals for Construction Professionals

1. Spend X minutes per week meeting with direct reports to discuss project status/issues
2. Increase communication by responding to all email inquiries within X hours
3. Establish, write down and post X company goals to be accomplished in 2015
4. Create a knowledge base, documenting all current procedures by X, 2015
5. Add X new customers in 2015
6. Host X customer focused events in 2015
7. Use an online document management software program for X% of company construction projects in 2015
8. Spend X hours per month volunteering to pass knowledge onto the next generation of construction professionals
9. Gain awareness by placing X print ads in X regional markets

“A goal set properly is halfway reached.”

-Zig Ziglar
Submittal Exchange Goals & Improvements
Submittal Exchange is taking a closer look at some of its target objectives involving how the company functions. And in 2015, we will...

1. Stay True to Our Core Values
At Submittal Exchange, we believe in:

- Collaboration – Project collaboration is our middle name, it’s what we do. Whether it’s building strong relationships between your project team members or between your staff and the employees here at Submittal Exchange…we are a team, and we’ll work together to help you achieve success.

- Quality – Submittal Exchange is committed to providing a quality product for our customers. We put 100% into everything we do. We believe that if it’s worth doing, it’s worth doing well.

- Customer Service – At Submittal Exchange, we know we wouldn’t be where we are today without our customers. And we are committed to helping each and every one, by providing unlimited training and support. We’ll be there every step of the way.

2. Continually Improve Our Software
Our IT team is constantly working hard behind the scenes, making changes to increase efficiency and ease of use for our clients. And that is something we will continue to take to the next level. We refuse to stop improving and fall behind, we will strive to accomplish things beyond what we have done before—we will continue to push the boundaries.

3. Remain a Top Contributor in Construction Document Management
We are one of the leading document management companies in the construction industry, and we will do everything we can to stay there. We care about our clients so we take pride knowing we are providing them with a quality system that keeps their construction projects running smoothly.

4. Provide Top-Notch Service
Part of our job is to assist our clients in using our system. We provide assistance through verbal, written and online resources. Clients can call us during the week and talk to their designated consultant assigned to the project or a member of our Client Services team. If clients don’t have time to get on the phone, they can send a quick email or start a live chat on our website. In addition, if they want to figure it out themselves, the Submittal Exchange system offers video tutorials and a searchable database that easily finds answers to a variety of questions. We will continue providing great service through these various resources and ensure our clients are satisfied with the help they receive.

5. Get to Know Our Clients
Submittal Exchange strives to learn and understand our clients’ business needs and the tools they need to maximize their job potential. As the industry evolves, we will continue to evaluate new preferences, new ways of doing business and uncover new pain points to understand what our customers truly need.
6. Focus on What Truly Matters

There are so many different aspects to any business, but there are only so many hours in a day. For true success, it is important to understand what truly matters. Put the first things first. At Submittal Exchange we will continue to keep a close eye on our core values, and keep our employees and customers wants and needs in constant focus.

7. Analyze Processes

A company’s focus might change slightly from year to year, or even quarter to quarter, making it vital to continually evaluate current processes and alter them if needed, to be effective for the coming year. By analyzing processes we open up discussions and gain new ideas and different ways of thinking, keeping us ahead of the game and ahead of our competition.

8. Get More Involved in the Community

Submittal Exchange already sets aside time to volunteer and be involved in the community. Our Technology team, for example, mentors middle school children through Hyperstream, an after school club that features a partnership between business and education focusing on students in grades 6th-12th. HyperStream pairs schools and learning centers with local technology professionals to learn about the breadth of technology careers in a club atmosphere. All employees at Submittal Exchange are encouraged to donate time and resources for a variety of other organizations. The company hosts various events throughout the year in the construction and technology industries. And while we already make contributions, we want to do more. We will continue to encourage our employees to volunteer and become more involved in the community.

Fun, Future Phrases

In the spirit of making predictions for the coming year, here are some phrases we predict you might begin hearing in 2015 and beyond.

Cloud is the rule, not the exception
Using the cloud for project management and communication will increase even more making it mainstream rather than a new perk.

No mobile device, no project success
No matter what role an individual fulfills as part of a construction project team, they can’t work without a mobile device. It will be like showing up to work without your pants or your hard hat.

Printing? You mean 3D, right?
The only kind of printing people will talk about will be 3D. Printer paper and ink will drift further and further into the Stone Age.

Data by drone
Teams will increase their use of drones. Drones will collect structure data, search and rescue in visually difficult areas and deliver packages.

Augment your reality
Instead of taking multiple trips to the construction site, team members will dive into a different reality - virtual reality.
Conclusion
Although making goals and predictions can seem repetitive year after year, Submittal Exchange finds it extremely important. This time of year helps boost employee drive and creativity, and encourages organizations to take a look at the past in order to improve the future. We look forward to accomplishing our goals this year and in turn, making an even larger impact on our clients' projects and businesses.

About Us
Submittal Exchange®
Submittal Exchange is an easy-to-use online solution that allows construction project participants to securely exchange, review and archive project information – all in a centralized location. Owners, Architects and General Contractors have centralized access to all design and construction information, leading to clear accountability through document logging and tracking, version histories and schedules and reminders.

Textura®
Textura is the leading provider of collaboration and productivity tools for the construction industry. Our solutions serve all construction industry professionals across the project lifecycle – from takeoff, estimating, design, pre-qualification and bid management to submittals, field management, LEED® management and payment.

Textura’s collaboration platform and online product suite represent the first time the industry has all the tools needed to manage their business in an integrated fashion to save time and money and reduce exposure to risks. With award winning technology, world-class customer support and consistent growth, Textura is leading the construction industry’s technology transformation. www.texturacorp.com

We constantly strive to provide clients the tools they need to add visibility, accountability and efficiency to their projects.”

–James Purpura, President, Submittal Exchange

Resources
http://www.grantham.edu/student-newsletter/ensure-your-success-set-smart-goals/