Construction software adoption has been on a gradual upswing over the last few years. In fact, since early 2020, it's caught a strong tailwind due to the pandemic, as construction companies pivoted to keep projects moving and information

Beyond the pandemic, construction companies have also been recognizing the strategic advantage such digital

and project delivery. This recognition may resonate with you as well if your company is just joining the construction digitalization movement. But meaningful change doesn't start — or stop — once the technology is purchased or when you've

adoption actually starts with launching it and making it a reality for your team.

As tempting as it might be to dive right in and enjoy every capability your chosen construction software has to offer, there are certain pitfalls to that approach that you'll want to avoid. Not only will avoiding these dangers help to smooth the start-up process for those who will be using the technology most

expertise — who can be beta users and provide early feedback.

»

smoother technology adoption among the broader team.

» Channel(s) you'll use to share news, updates, and logistics.

» Timeline of the implementation steps so everyone knows what to expect and when.

» A training schedule.

» How and when existing data will be migrated to the new system and when the legacy technology will be retired.

FAILING TO KEEP EVERYONE IN THE LOOP ALONG THE WAY, RESULTING IN PARTIAL REVERSAL OF BUY-IN

Understand that not everyone is going to welcome new construction technology with open arms. Change is often resisted, if not outright feared. And that's mostly driven by apprehension over anything that's unfamiliar. So how do you counter this? Communicate, communicate, communicate.

Timing can make all the difference. Start as far in advance as possible, addressing the what, when, why, and how. And continue throughout the rollout. A good idea would be to establish a regular communication schedule only via the channel designated in the launch plan, so everyone knows when and how to anticipate updates and progress reports. Frequency can help keep the momentum going.

NOT EXPLAINING THE JOB-IMPACTING BENEFITS OF THE CONSTRUCTION TECHNOLOGY AS YOU GO

What's in it for me? That's the question some users may ask when faced with having to learn new software. Or, if you're upgrading or switching to another solution with more features and capabilities, they may be wondering why it's necessary if

A lot of companies tout improved processes, business growth, and the need to sustain their competitiveness in a tight market. Not to mention, waiting to make such a transition could make it more challenging for everyone in the scramble to gain

in the construction tech game. These are legitimate reasons

business — not on the impact on the individuals who will have to use it day in and day out.

So, part of keeping everyone in the loop, as we mentioned above, has to address how the new technology impacts them and their day-to-day work. How will using it make their job easier, faster, or simpler? What bottlenecks will it do away

with? Will it eliminate any repetitive tasks or unnecessary duplicated efforts?

ASSUMING EVERYONE WILL EASILY UNDERSTAND THE CONSTRUCTION SOFTWARE AND POTENTIAL NEW PROCESSES

Expecting everyone will grasp a soon-to-be-implemented technology solution right out of the gate is unrealistic. You're going to encounter different learning curves. Some will pick it up easily, while those with steeper learning curves may be uncomfortable with new technology, even more so if it'll be necessary for their jobs. They may be afraid that it'll be beyond their comprehension, that they won't pick it up fast enough, or that they'll make an irrevocable mistake.

It may help to acknowledge the growing pains that can come with construction technology adoption. Assure everyone that hiccups along the way are expected and messing up is part of

their ability to adapt by comparing the transition to something they've already done. For example, this change is no different than learning how to drive a car or use a smartphone. That can alleviate some of the hesitancy they may feel.

RAMPING UP TOO QUICKLY

You might feel like you're late to the construction technology game, and that you're behind. But don't rush because you think you have to make up for lost time, catch up to your competitors, or double your productivity numbers. On the other hand, your construction company may be in a state of growth, making you eager to get your tech up and running quickly so

Either way, something is bound to suffer. Implementation errors may be made. Staff may become overwhelmed at having to learn too much in an unreasonable amount of time. Mistakes may pile up while using the newly launched software.

All of the pressures above are internally driven. This is where that well thought out launch plan comes into play. When properly assembled and executed, there will be a more realistic rollout timeline that allows your staff and your processes to