

In 2023, despite the proliferation of digital tools and advanced management programs, the construction industry still grappled with project delays and cost overruns. A staggering 98% of projects face these challenges.

As highlighted by McKinsey, many construction sites, while making strides in innovation, continue to look much like they did a century ago. But is this slow evolution rooted in technology (or lack thereof), people, or both? Could a performance-driven construction management (PDCM) approach pose a pragmatic solution to this innovation dilemma?

### **WHAT IS PDCM?**

In an age dominated by advanced technology, using a pen and paper or even an Excel spreadsheet on a jobsite or in an office is not the most efficient. Manual, analog tracking leads to complexity and inaccuracy. Even with proper monitoring, analog reports will lack a level of clarity when it comes to analyzing them, hindering timely decision making.

This method poses a reactive approach to any reporting problems, and causes work to play out like an endless round

adjustments, resulting in a relentless pursuit of escalated issues. PDCM challenges the subjective nature of traditional management, encouraging a shift from reactive to proactive decision-making.

By measuring the efficiency of workflows, effectiveness of collaboration, and overall team performance, PDCM equips teams to regularly identify areas for improvement and execute corrective actions. This strategy ensures continuous workforce improvement and enhances the ability to handle challenges as they arise.

### **PRACTICAL SHIFT**

PDCM urges construction teams to apply a measure-optimize-analyze approach. Analyzing measurements and trends enables the assessment of the performance of different areas and trades. Comparing actual project performance to planned



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### About the Author

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### About the Article

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