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WISCONSIN

**HOW TO  
EFFECTIVELY  
MANAGE  
YOUR TIME**

**MAKE YOUR  
WEBSITE  
WORK FOR YOU**

# BUSINESS INTELLIGENCE

**TIME MANAGEMENT, WORKING WEBSITES  
AND TOOLS TO GROW YOUR BUSINESS**

ALSO INSIDE:  
**CELEBRATING PROJECTS  
OF DISTINCTION**  
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**ABC NEW MEMBERS**  
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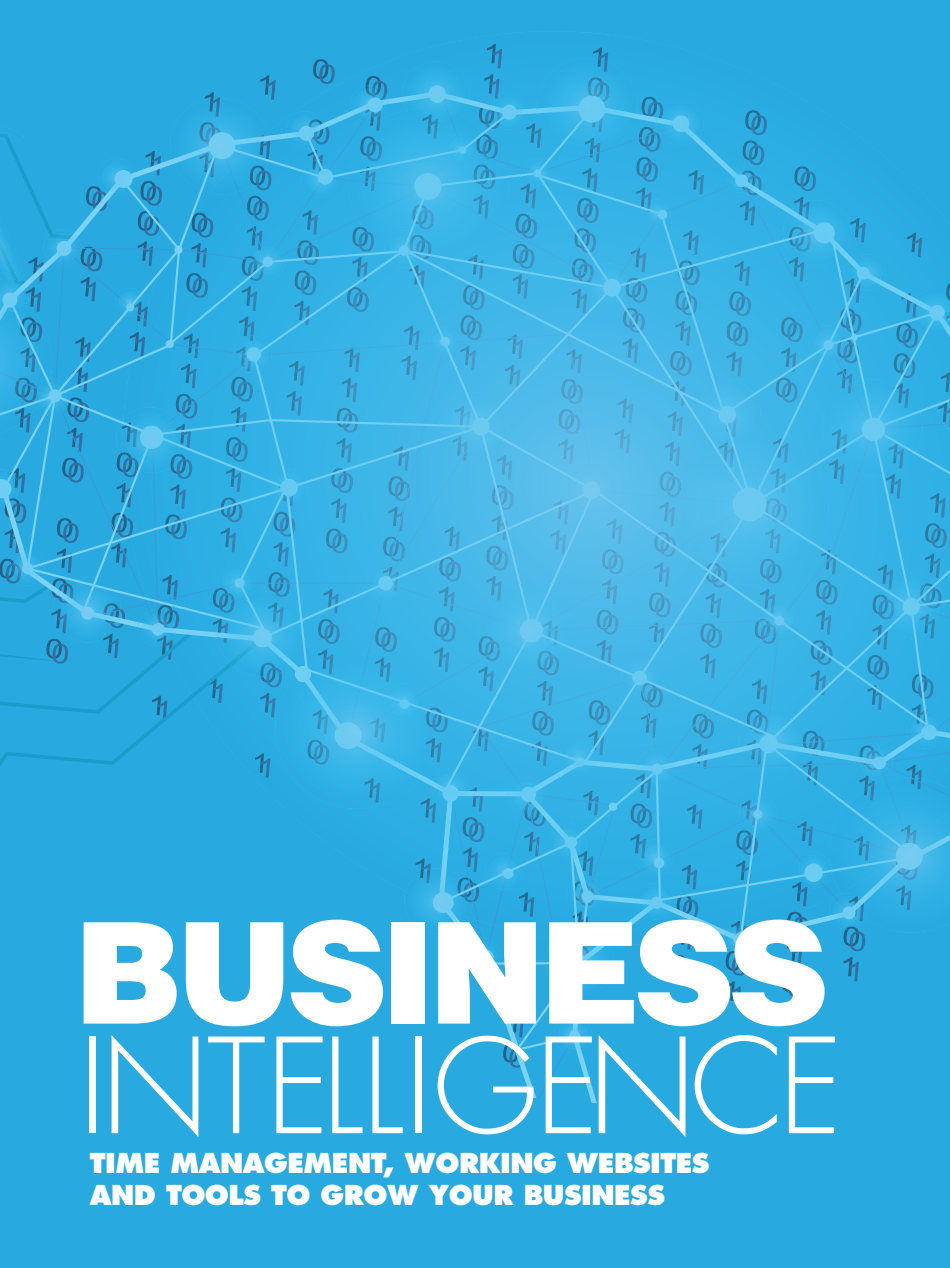
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# BUSINESS INTELLIGENCE

TIME MANAGEMENT, WORKING WEBSITES  
AND TOOLS TO GROW YOUR BUSINESS

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## CONTRACTOR

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FROM OUR PRESIDENT

# Losing a friend and leader: A tribute to Dan Zignego



**ABC OF WISCONSIN HAS LOST A GREAT**

**LEADER.** Dan Zignego of the Zignego Company passed away last month at the young age of 62. Needless to say, the news of his death was startling and painful. Like so many ABC members, I am proud to call Dan my friend.

Dan was passionate about the things he loved, including God, family and ABC. When Dan was passionate about something, he was all in on it.

The list of Dan's involvement in ABC is long. Dan served on the chapter Board of Directors and served as chair. He was active on many committees. Even as Dan was beginning a transition into retirement, he continued to be involved in ABC. He was serving on the Apprenticeship & Training Board of Trustees along with two state trade advisory committees (Laborers' and Concrete Finishers') and was chair of the Laborers' Committee.

Dan was also very active in ABC political advocacy and was a key player regarding legislative policy. He was always more than willing to testify before legislative committees on behalf of ABC and was very active raising money for PAC to support candidates who believe in ABC principles. Each year for our PAC auction, Dan donated a guided hunting trip to his family land up north. This year was no exception. We were so fortunate he could join us at SuperCon, just before he passed, as he helped us raise a record \$16,000.

It was always obvious how Dan was very dedicated to ABC, but I didn't quite know the extent of it. As ABC

members and staff visited with family and friends to pay respects for the life of such a great human being, it became apparent how strong that love for ABC was. Family members redirected our sympathies for them to share Dan's passion for ABC with us; all during a time of grieving. I'm grateful for that.

It's not surprising that we didn't understand the extent of his passion. That's because Dan was humble. Dan didn't choose to do things for recognition or glory. If Dan was participating in something, he believed in it strongly. He pursued what he believed without any need for recognition. There's so much we can learn from him.

Fortunately, we recognized Dan a few years back with ABC of Wisconsin's highest honor: The Wes Meilahn Award; named for one of our chapter's founding fathers. This is our chapter's most prestigious award. Each year, it is bestowed upon an individual who shows dedication and enthusiasm for merit construction and shows tenacity, understanding, love and service toward the association as Wes Meilahn did. Unfortunately, I never knew Wes Meilahn because that was before my time, but I feel certain Dan Zignego meets or exceeds the benchmark set by Wes Meilahn.

It is said that the nearest thing to immortality any of us can hope to achieve is to stay alive in the memory of those who knew and loved us. Dan will always be our friend and his legacy in ABC will live on, just like Wes Meilahn's did. We will make certain of that.

— John Mielke

“  
*DAN WILL  
ALWAYS BE  
OUR FRIEND  
AND HIS LEGACY  
IN ABC WILL LIVE  
ON, JUST  
LIKE WES  
MEILAHN'S DID.*





# CHAPTER RECOGNIZES EXCELLENCE IN CONSTRUCTION

The Projects of Distinction (POD) Excellence in Construction Awards Banquet acknowledged 54 very distinct projects in February. Projects of Distinction provides an opportunity for ABC and its members to highlight the quality and professionalism of projects built on merit. For details on each award, please visit [abcwi.org/POD](http://abcwi.org/POD).

For the eighth consecutive year, the “Built on Merit” Award was presented to Friede & Associates for using the highest number of fellow ABC members on the Kalahari Conference Center Expansion project. Friede & Associates used 32 contractor and supplier members on the project. Congratulations and thanks to Friede & Associates for dedication to merit construction!

Also, as part of the awards program, Jack Vogel of Hill’s Wiring was awarded the 2019 Wes Meilahn Award for his dedication and tenacity toward ABC of Wisconsin and merit construction.



Bob Engler (pictured left) bestows the Meilahn Award to Jack Vogel (pictured right).



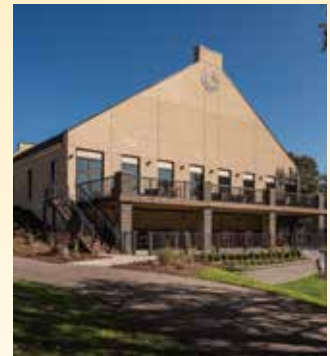
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**Exact Sciences Mfg. and Clinical Science Building /**  
North American Mechanical, Inc. (HVAC)

**Wisconsin ABC 2019 Excellence in Construction®**  
**Projects of Distinction**

For details on each award,  
please visit [abcwi.org](http://abcwi.org)

# MAKE YOUR WEBSITE WORK FOR

By Catherine Wilson — Home Pro Digital

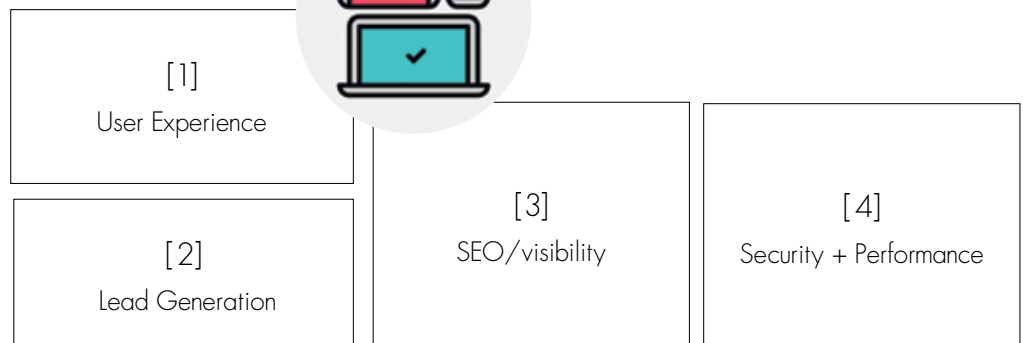
You are working hard every day in your business. Many contractors don't think of their website as more than an online brochure. What would your business look like if your website was actively working for you? Bringing in new business, attracting new employees, setting your company up as the go-to contractor in your area – these are just a few things that a website should be doing for your construction business.

A website is really the foundation for your business online. Everything leads back to your website: your social media ac-

counts, your online ads, your email, search engine optimization (SEO), Google and all of your traditional offline advertising. For this reason, you need to make sure your website is a reflection of your business and presenting an image you want to be proud of.

There are four pillars that help us evaluate a website performance: (1) user experience, (2) lead generation, (3) SEO/visibility, and (4) security & performance. Let's break these down a bit!

## WEBSITE METRICS THE FOUR PILLARS OF PERFORMANCE



# E YOU

## User Experience

When researching for a new contractor, most people will jump on their phone or computer to search for a local company that meets their needs. If you don't have a website or you have a website that doesn't accurately define your

business, then you are missing out on valuable leads or sending the wrong message.

Your website should have a professional design and reflect the quality of your work. Does your website reflect the types of jobs your company wants to be working on? So often I see contractor websites with confusing messaging or showcasing projects that aren't

really their ideal projects. You don't have to show everything you do on your website. It's important to attract more of the work that you really WANT to be doing, especially when you are busy. If your site doesn't relay what services you offer or your site doesn't look like it is up to the times, then that will turn away possible leads. You want your website to draw ideal customers in.

In 2020, a mobile-friendly website is a necessity! 77% of Americans now use smartphones. 52.2% of website traffic is generated from mobile phones (Source: WebFX) and 61% of mobile searchers are more likely to contact a local business if they have a mobile-friendly site. If your website is not mobile-friendly you are missing out on half the traffic you could be generating. A mobile

friendly website has:

1. Images and text sized for mobile devices
2. Click-to-call buttons and forms that make it easy to contact
3. Menus that are easy for website visitors to use on their mobile devices

## Lead Generation

You want to make it easy for your customers to contact you. Only including a phone number isn't enough. While people used to always pick up their phone and make a phone call that's not the case anymore, especially if you are targeting millennials as customers or employees. People are busy and don't have the time to always make phone calls. Your customers are also people who grew up in the digital age, so you need to adapt your website for the current times.

Your phone number should be clearly listed at the top of your site. Don't make people search around to find it. If they need to do that, there's a good chance they will leave and find someone else. Include web forms on your site. This can be anything from automatically scheduling an appointment to filling out a job application. Offer a live chat! When

### [Make it easy for your customers to contact you.]

- Clearly list your phone number at the top of your site
- Include web forms
- Offer a live chat!

[77%]

of Americans now use smartphones.

[52%]

of website traffic is generated from mobile phones

[61%]

of mobile searchers are more likely to contact a local business if they have a mobile-friendly site experience

(Source: WebFX)





**[93%]**

of consumers say online reviews impact their purchasing decisions.

customers can live chat with you with questions or requests, you are putting yourself one step ahead of your competition. Offering that customer service before they even become a customer leaves a great impression. The last thing you can do is offer an instant quote. This is quick and easy for your customers and you. You can offer them a quote and then they can

make their appointment right online.

Before someone contacts you, they are looking at your website. You want to make sure that your messaging on your site is clear and to the point. Your messaging should reflect your customer's needs and solve their problems. It is not about you. If this is clear on your website, then leads are more likely to turn into customers. Testimonials also help. When someone is checking out your website and sees testimonials throughout, it solidifies your expertise and creates a positive image of your brand in the customer's mind. Some 93% of consumers say online reviews impact their purchasing decisions. Asking for testimonials after each job keeps the testimonials fresh and your list of testimonials grows.

### Visibility & SEO

There are numerous ways you can add visibility to your website and increase SEO. One of the more important things to consider is the quality of your photos. You can take your own photos or find a beginner to take the photos for an inexpensive price, but your photos will reflect that. Hire a professional to take your photos so your photos accurately reflect the quality of your work.

Integrating your Instagram feed or Facebook gallery into your site gives your customers a more extensive view of the quality of the work you do. It makes it seamless on your end as well; the photos automatically update on your website after you update your social feed.

Showcasing the associations you are part of, awards you have received and vendors you partner with shows your extensive work

and dedication to your craft. These partners and associations typically list you as well, so that extends your visibility beyond your own website.

Keeping your website up to date with fresh content, new testimonials and images keeps it fresh and keeps Google happy. The more content you provide, the higher your results will be on Google and will continue to grow your visibility.

### Security and Performance

Installing Google Analytics on your website should be one of the first things you do. With Google Analytics, you can track your online marketing efforts, the content you create, the user experience on your website and the actual functionality of your site. Tracking this information gives you the ability to see improvements needed on your website itself and with your marketing strategies. The more improvements you can make, the better the customer experience on your site.

Making sure your website is secure will give you peace of mind. You should start by confirming you have a basic SSL certificate. If you don't, then your website host should provide that to you at no charge.

Updates are also an important aspect of keeping your site secure. Keeping your website up to date and scanning your website for threats helps keep your site secure and

prevents costly issues that happen when websites are left vulnerable. If your host didn't automatically provide you with a security scan feature, you should have the ability to purchase that as an add on. Without a security strategy, businesses risk the spread and escalation of malware, attacks on other websites and networks.

The other thing you want to do is to back-up your website. This should be done on a regular basis. We recommend at least monthly, if not more. A backup of your website may be a feature your host provider offers. If it isn't it should be available as an add on to your package.

The four pillars build upon each other to create a website that works for both you and your customers. You work hard. Your website should, too! 🇺🇸

*Catherine Wilson is Key Marketing Strategist with Home Pro Digital. She can be reached at Catherine@evivamedia.com or 262-720-3939.*



### [Install Google Analytics]

Installing Google Analytics

allows you to track:

- online marketing efforts
- the content you create
- the user experience
- functionality of your site.

# BETTER THAN 8 IN 10 MEMBERS SAY CONSTRUCTION ACTIVITY IS UNCHANGED OR UP

Kyle Schwarm — ABC of Wisconsin Marketing & Communications Director

Prior to ubiquity of COVID-19 in the news media, the U.S. and Wisconsin economies were doing quite well with no recession in sight for 2020 or 2021, that was according to Ron Wirtz, regional outreach director at the Federal Reserve Bank in Minneapolis. Wirtz, whose district includes Wisconsin. He says the forecasting models he uses have not indicated a recession for 2020 or 2021, but we're not seeing huge growth, either.

Wirtz presented to more than 40 ABC of Wisconsin members at SuperCon last month. He used the opportunity to gather some data with some real-time, online, polling of members in attendance.

Of the members who participated, 29% said construction activity is "up significantly" from the same time a year ago, 38% said it is "up some," while 19% said it is "flat/unchanged" and 14% said it is "down some." Nobody responded that it was "down significantly."

Wirtz reported Wisconsin's actual growth rate at roughly 1.8%. Sales and revenue for the first six months of 2020 look good for members, according to Wirtz. 52% said they are "very optimistic," and 48% said they were "somewhat optimistic" about the first half of this year.

In the past, we've seen major growth sessions that we are not exactly seeing today. Wirtz said that labor shortages are the only thing keeping growth at a moderate pace. Tight labor is affecting productivity, as contractors know all so well.

"I hear businesses all the time tell me, we would be growing faster if we had more labor," Wirtz said.

Regarding labor availability, not surprisingly, nearly half (48%) said it is "very hard to fill positions," 26% said it is "moderately hard" to fill positions and 22% said it is "slightly hard" to fill positions. 4% said they were not hiring. Nobody said it was easy to fill positions.

According to Wirtz, the tight labor market has some benefits.

"I think the labor shortage actually has maybe protected us from over investment, and over investment is typically what leads to recession," Wirtz said.

But Wirtz clarified that he is in no way saying business expansion is bad.

"What I am saying is where businesses tend to invest, they tend to make very judicious decisions because they know labor is a problem. And so, if they are not over investing where they are expanding and investing, they're making very, very careful decisions," he said.

Wirtz said the stagnant growth in productivity is being experienced in many sectors, not just construction, and the flat labor force is tied to population growth.

"I'm guessing there's not going to be a lot of 85-year old construction workers swinging hammers," Wirtz said.

Despite the tight labor market, only 8% of members who attended his presentation see average wage increases higher than in the past year. 79% expect the average wage increases to be similar to the past 12 months and 13% anticipate average wage increases to be lower than the previous 12 months.

According to Wirtz, there are limited options for society to expand labor:

- Do nothing and accept slower growth.
- Increase productivity above the trend (difficult).
- Subsidize fertility (like Japan).
- Facilitate immigration/migration.
- Embrace approaches to helping more people work (under-utilized populations).

Wirtz essentially confirms what contractors have been saying for a few years now: economic growth and the amount of construction activity is going to end on labor force. 🇺🇸

## [8%]

of members who attended his presentation see average wage increases higher than in the past year.

## [79%]

expect the average wage increases to be similar to the past 12 months

## [13%]

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# HOW TO EFFECTIVELY MANAGE YOUR TIME

By Matthew Pletzer — Lift Consulting

If you're like 99% of Americans, you let your day run you, rather than you running your day. Ugh, a punch to the gut right out of the gates. But it's the reality. Working with many organizations and individuals on time management, I hear the same comments over and over. In fact, I'm writing this article coming back from ABC's SuperCon where we heard many familiar comments such as:

- "I'm not in control of my day."
- "Fires just keep popping up and I must put them out."
- "Sometimes I just don't have a choice."
- "There are just not enough hours in a day."

Does this sound familiar?

Here is the question: where do the time management challenges begin? (At this point, please stop reading and really take a moment to reflect on yourself).

In my opinion, the challenges begin and end with our own personal mindset about the problem.

If you can't change your mindset, it will not matter what "tactic" I provide you on how to better manage your time. We are victims of our own creation.

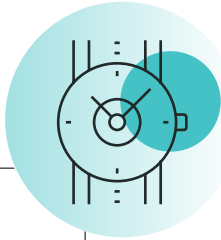
Do you know of someone who seems to thrive in chaos? Or how about someone that is always late, no matter what the event or how important it is?

I could give them a book on tactics on how to better manage their time (or share this article), but at the end of the day it wouldn't matter and wouldn't make an impact. Sure, they might read the list, pick out one or two and perhaps even have a little success, but it won't stick long term. Why? Just like dieting or working out, we are the result of our own habits.

Many people believe it takes 21 days to form a habit. Through our own internal research, we've found that to not be true. We've found to create true "life-changing habits" it takes over 66 days. In fact, we've found it can take up to 120 days to do so.

When people are developing new habits, they must break old ones, and that is hard! Especially with a lack of true commitment. At Sandler, we like to say the pain of remaining the same must be more costly than the pain of change.

For someone to truly get a better handle on their own personal time management, he/she needs to first start by breaking down



## TIME MANAGEMENT COMPLAINTS



their own beliefs. Beliefs lead to judgments, judgements lead to actions or inactions, actions or inactions lead to results, and a lack of results lead to beliefs ... so the cycle begins all over again.

Below are three steps to managing your time more effectively. All of them are tactics my team and I have tried and have found to make a profound impact in our work.

### Step one: Rewrite Your Scripts and Identify the "Why Behind the What"

- Take a moment and list out your "excuses" as to why you are bad at time management.
- Think deep and identify the true "why" behind the "what." Is it true or not true?
- Rewrite your script with your new belief.

Here is an example: I used to be someone who was habitually late. My father was late, my sister was late. I chalked it up to it being a "hereditary issue" and there was nothing I could do about it. After taking time and asking others how my being late affected them, I quickly realized, it was a choice of mine. I am someone who has a hard time telling people "no" and has a "high need for approval." I also didn't have the



Just like dieting or working out, we are the result of our own habits.

skillset to tell people how much time I had to talk before I started engaging with them, as I had a perception that doing so would be considered "rude." After talking this through with my own personal business coach, I identified that my "high need for approval" and my personal challenges with saying "no" were the lead domino in my being late all the time. If I could affect my lead domino, I could fix my bad habit of being late.

So fast forward five years and I did. I worked diligently applying the skills our team teaches by prioritizing my time over others, and really thinking through my commitments before I made them. Now I am habitually early, and rarely, if ever, late.

The moral of the story is we are always in control. The only thing we truly control 100% is our own minds and our choice. In order to fix your time management challenges, you must first begin with looking internally rather than externally; and focus on the psychology of time management before focusing on the tactics of time management.

**Pro Tip\*** If you'd like more tips on how to manage your mindset check out the philosophy of Stoicism by reading the book "*The Daily Stoic*."

### Step Two: Identify Your "One Thing"

Gary Keller is the author of "The One Thing." If you haven't read it yet, I'd highly recommend doing so. In Gary's book, Gary references the "one thing that will make everything else easier or unnecessary."

Many of you may be familiar with this concept through the 80/20 rule, also known as "Pareto's Principle." The principle states that 20% of your effort will represent 80% of your results. Going one step further, it means there is likely one or two things that, if you could focus your effort and energy on everything else, would become exponentially easier.

Watching reality TV is a guilty pleasure of mine. Gold Rush Whitewater is one of the shows I thoroughly enjoy. In this show, the stars mine for gold by dredging the rivers of Alaska. The gold sits on the bottom below all the silt and rocks that have piled up for years. The miners must use a large dredge and suction hose to get to the bottom and hopefully suck up all the gold. In one episode, there was a rock pileup on the bottom of the river. The miners couldn't get past it. They were locked in, until they found what they called the "keystone" rock. This one rock was looser than the rest. Once they removed it,

the rest of the rocks were easily removed. Conversely, when they tried to pull on the other rocks before removing the keystone, they didn't get anywhere.

To me, this experience was synonymous with finding your "one thing." Find the one thing that makes everything else easier or unnecessary and focus on accomplishing that first. You will find planning the rest of your day around it will lead to your time management improving dramatically.

If you're busy, which all of us in the construction industry are right now, then the reality is you likely have more things to do and not enough time. One of the beliefs you'll have to align to is that this is "OK." It's OK not to get everything done, so long as you get the most important things done. Recognizing this and changing your belief will be a huge step towards improving your overall time management.

### Step 3: Eliminate Your Distractions

In order to honor your "one thing" and change your deeply engrained beliefs, you need to eliminate the distractions that will take you off task from doing so. There are many tactics to do this, and as with any tactic they are only as good as executed consistently. That said, below is a list of a few of our favorites and some protips around them:

#### Calendar Block Your Day

If your one thing is truly your most important thing to get done during the day, where should it go? Obviously, the answer is in your calendar. That said, many people run from meeting to meeting with no time for themselves. I believe it will never happen if it isn't in your calendar. Therefore, start by putting all things in your calendar. Tasks, appointments, routine personal appointments – you name it, it belongs in there. We only have 24 hours in a day. What you choose to do with it is up to you, but if it isn't important enough to make it to your calendar, it probably isn't important at all.

#### Turn Off Notifications

How many interruptions do you get during the day? Is that "smart phone" in your pocket really making you productive? If you're like most people, it's making you less productive. Why? Because for every interruption, studies show you lose up to 15 minutes of productivity. Remember, you have a choice. If you check your email, or your answer your phone, that choice is yours. In addition, so are the repercussions of doing so.

#### Pre-Plan Your Day By Journaling

If you took 10-15 minutes every day to plan your day, or better yet, took the time on Sunday to plan your week, we believe you would be exponentially better at time management. Benjamin

Franklin once said, "to fail to plan is to plan to fail." If you don't plan your day or week, you're essentially submitting to your day/week controlling you.

### Train Your Clients/Colleagues/Employees/Family

Our actions lead to results. Results come from our actions. Whatever we allow, we are teaching to others as acceptable behavior. A prime example here is interruptions. We previously outlined how one interruption can lead to 15 min of lost productivity. How many times during the day do you let the old, "Hey, do you have a minute?" question override what you are doing? Worse yet, out of those questions, how many of them could have been solved by a simple Google search? If the answer is a lot, you know you have a problem. You've trained others that you will give them the fish, rather than teach them to fish. We know the lesson here – if you teach them to fish, they'll eat for a lifetime.


#### Schedule Your Response Times

I set my out-of-office assistant daily to inform my colleagues, clients, and prospects that I'll respond to them before 9AM daily or after 4PM. This is my automatic email response. I do this because I know that if something is truly urgent, my colleagues, clients or prospects will learn the best way to get a quick response from me. Fortunately for me, this is through my team; as I am generally with clients or employees daily in back-to-back meetings. I know, however, because of general practices, this is "against the norm" – therefore most clients/colleagues/prospects have been trained they will get an instant response (basically, interrupt me whenever and for however long you want). Conversely, I choose to train my colleagues, clients, employees and prospects on how I choose to do business. We recommend you do the same.

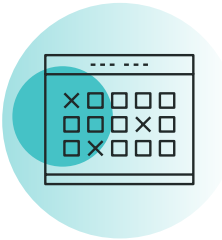
These are just a few of our best practices. We could go on and on with other tips and techniques. In summary, however, it all starts with you and your choices. Focus on your beliefs above and beyond anything else. If you don't change your beliefs about time management, nothing will ever change.

Once you've changed your beliefs, identify the one thing that will make everything else easier or unnecessary. Then focus on the day-to-day behaviors or "tactics" to keep you on task.

For more tips and tricks on better Time Management we'd recommend these great books:

- a. *The One Thing* – By Gary Keller;
- b. *The Four Hour Work Week* – By Tim Ferriss;
- c. *Atomic Habits* – By James Clear;
- d. *12 Week Year* – By Brian Moran; and
- e. *The Daily Stoic* – By Ryan Holiday. 

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# HOW BI TOOLS CAN HELP YOUR CONSTRUCTION FIRM THRIVE

# BUSINES INTELLIGENCE

By Matt Gelb, Ryan Rademann and Jason Muhlstein — Wipfli

What projects have you taken on in the past that turned out to be the most profitable for you? Why were they the most profitable? Can you reliably repeat that success going forward?

Chances are, without strong data and the tools to collect and interpret that data, you're chasing past success with gut instinct. And while experience is incredibly valuable, it can be supplemented with business intelligence (BI) tools that manage the many variables that go into profitability and then deliver significant insights. With insights comes solid, proactive decision making.

This article examines how technology can help contractors better understand the past, better manage the present and better predict the future.



## ARE YOU **USING** **YOUR RESOURCES** MOST EFFECTIVELY?

How do you know whether you're using your resources most effectively? If you aren't, how do you get there?

### **Better understand your past**

Job profitability is the number one area construction firms seek to understand. And measuring true job profitability relies on your past, collecting that data, interpreting it and then using it. How quickly you can answer questions and make timely decisions relies on having the right data in the right place, which means having the right tool.

If you're a subcontractor, a BI tool can tell you whether it's worth it to accept a quote you received, based on how much profit you made in the past on similar projects.

If you're a general contractor, a BI tool can tell you, based on your past jobs, whether a job you're looking to take on will be profitable for you and potentially by how much.

And we can't discount private equity (PE). Many PE firms have

been acquiring construction companies, and they are driven by the need for data. They want to know seemingly everything. A BI tool can feed that data need.

### Business intelligence dashboard and reporting

With all the emphasis placed on data these days, you probably have a lot of it collected. But it's way too easy to drown in that data. Which of it is relevant to your business? How does it all work together? How can it answer your biggest questions?

Perhaps the best thing about business intelligence software is that it provides one central place for you to view your data. The magic of BI is in how it integrates data from all of your systems and visualizes it in ways that make it easier for you to make decisions.

And it all comes down to the dashboard. Dashboards allow you to customize what data you want to see and how you want to see it. One of the biggest benefits for construction firms is a type of early warning system the dashboards enable. Often, a couple jobs during the year get out of hand and require your firm to make up the costs by taking on other jobs.

But what if you were warned when job costs and actuals started to outpace estimates? Then you could make adjustments to get back on course and/or determine what jobs you need to take on to make up for the predicted profit loss.

Dashboards track this data and visualize it in charts that make it easy for you to see when a job looks like it may get out of hand, giving you enough time to make the most effective decisions.

The reporting that a BI tool delivers is also incredibly valuable. Oftentimes, we see construction firms trying to pinpoint these mistakes they've made in jobs that forced them to eat costs later on. Reports can help you understand whether you've underestimated job costs on past jobs such as man hours required or subcontractor costs. This can help you more accurately predict job costs for future, similar projects.

### Business intelligence tools in action

One of the CFOs in our peer exchange built a comprehensive data visualization tool to manage and streamline data and reporting.

This BI tool lets them view profitability by client, market sector and state. As a result, they've been able to identify bids that have been problematic in the past and avoid them in the future, while shifting assets over to more profitable projects.

It's also enabled them to review the performance of PMs and track revenue and profitability against their targeted billing amounts per year. It's a clear success story of how understanding your past helps you become more profitable in the future.

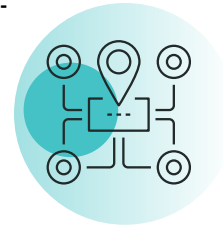
BI tools are all about melding past, present and future to give you the full picture. For the construction industry in particular, technology means more proactive, targeted decision making, less cost eating and higher profits.

But your "today" is equally important.

### Better manage your present

What's working can be a tough question to answer. Allocating resources can be an especially big pain point for construction firms and general contractors. How do you know whether you're using your resources most effectively? If you aren't, how do you get there?

The most effective use of resources can deliver big savings, but it can also help alleviate another issue that's only been getting worse: the lack of talent entering the construction industry. Competition for workers is fierce. While effective resource use won't solve the problem, it will help you do more with the team members you do have.



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## Effective resource management

No matter what types of benefits effective resource use can deliver, a BI tool is the way to get there. It combines factors such as geography, staff expertise, budgets and project timelines to determine where your team members are now, what they're working on, and where you can deploy them next.

And we all know how much business development (BD) efforts are informed by capacity awareness. A BI tool can help you figure out when you need to turn up your BD efforts so that you can prevent a situation where team members have finished one project and are waiting around for another.

With visibility into how one project shift or delay might affect the next project's resources, you can optimize resources and people.

Sounds perfect, right? Technology is essential for making this possible. A BI tool can give you

the data visualization you need to see these spikes and resource capacity issues and predict what strategic decision you should make and when. Without good data visualization, it's hard to interpret the mass of data you have and what your next steps should be.

## Better predict your future

Success in the construction industry can often come from gaining answers to key questions. What is your production revenue? How are you collecting on it? How do you value incoming leads? What is the probability you can expect to win a certain bid? How do you spread revenue from one project throughout the year? Forecasting is a universal need in the industry — and it's a huge area that BI tools are designed to help with.

## Scoring leads and understanding your best prospect profile

A BI tool is all about data, so feeding it the right data gives you the right answers. It can help you score leads not only based on geography, services and relationships but also based on past project profitability. If you worked on a similar job in the past, the BI tool knows what that job's costs and margins were. If you don't make as much on those types of jobs — or even regularly go into the red on them — you can potentially de-prioritize that lead and focus efforts on jobs that bring in your optimal margin.

By collecting all this data on past and current projects and then visualizing them in different ways, a BI tool can help you understand



## EFFECTIVE USE OF RESOURCES CAN DELIVER BIG SAVINGS

The most effective use of resources can deliver big savings, but it can also help alleviate another issue that's only been getting worse: the lack of talent entering the construction industry.



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## INSURANCE TRUST

your ideal prospect profile. And when you know who to go after, you can increase your chances of successfully winning future bids.

Some BI tools can actually provide predictive opportunity scoring. For example, Microsoft Dynamics 365 AI for Sales is a machine-learning model that scores opportunities on a scale of 1 to 100 based on the likelihood of you winning the bid. It shows you the top reasons influencing the score, too.

By prioritizing leads and opportunities and providing you with strategic recommendations, it helps you focus on the opportunities that truly matter. And with additional time spent on the worthwhile opportunities, you can improve those relationships and further increase your chances of winning the bid.

### How strategic is your technology?

Technology — not just BI tools — in general can help construction firms and contractors be the architects of their own success. For example, when you send email blasts, are you sending them to everyone on your email list? Many companies don't know who they should send which emails to, how to track engagement, and how and when to follow up afterward. So, they just send emails to everyone and hope they catch a fish on the line.

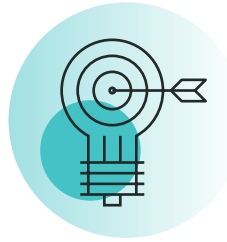
But using a robust marketing automation tool can help you do email marketing the right way. By creating more targeted emails

tailored to a specific audience (think back to the perfect prospect profile), you can maximize your efforts and further increase your chances of success.

And what about self-service portals? Giving subcontractors the ability to log in and submit bids would make your life a lot easier, wouldn't it? Think about what types of self-service functionality would benefit your company, granting employees time back in their day to focus on higher priorities. Things like giving owners and investors access to project statuses, leveraging BI to share statuses via easy-to-consume visualizations, and giving users the ability to review and execute contracts or change orders.

The technology is out there. No matter what technologies you use, they all can feed data into a BI tool. In the past, more data hasn't always been the best thing, as it meant more data to sift through and decide what's important. But BI tools are changing that. They have the power to combine data in different ways, showing you all angles of your business and giving you the insight you need to make proactive, strategic decisions. 📊

*About the authors: Matt Gelb, Partner, can be reached at 920-662-2903, Jason Muhlstein, Consulting Partner, can be reached at 952-548-6744 and Ryan Rademann, Manager, can be reached at 312-871-3386.*



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For membership information contact **Bill Stranberg**, Membership Director  
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## JANUARY 2019

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- **Carini Electric, LLC**

**Matthew Carini**

W300 S3330 Snowdon Drive

Waukesha, WI 53189

**Phone:** (414) 640-6820

**Description:** Electrical Contractor

**Sponsor:** Andrew Langfeldt, ASK Electric, LLC

Beam Club Members-to-date: 2

- **EB Mechanical LLC**

**Scott Gipson**

759 E. Phillhower Road

Beloit, WI 53511

**Phone:** (866) 989-2010

**Description:** Mechanical Contractor

**Sponsor:** Kevin Day, Corporate Contractors Inc. (CCI)

Beam Club Members-to-date: 9

- **Langenecker Construction**

**Eric Langenecker**

1668 W. State St.

Hartford, WI 53027

**Phone:** (414) 852-6497

**Description:** Specialty Contractor

**Sponsor:** Roger Thimm, Wondra Construction, Inc.

Beam Club Members-to-date: 19.5

- **Safe Abatement For Everyone Inc. (S.A.F.E. Inc.)**

**Craig Murdock**

1520 Sylvania Ave., STE 305-306

Sturtevant, WI 53177

**Phone:** (262) 960-9552

**Description:** Specialty Contractor

**Sponsor:** Brent Thesing, Wieser Brothers General Contractor, Inc.

Beam Club Members-to-date: 1

- **Vosberg Construction LLC**

**Tony Vosberg**

704 Stoney Hill Lane

Cottage Grove, WI 53527

**Phone:** (608) 778-5480

**Description:** Specialty Contractor

**Sponsor:** Greg Jones, Dave Jones, Inc.

Beam Club Members-to-date: 29

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## FEBRUARY 2020

---

- **ABC Supply Co.**

Connor Day

4800 W. Electric Ave.

West Milwaukee, WI 53219

**Phone:** (414) 383-5344

**Description:** Supplier Member

**Sponsor:** Kevin Day, Corporate Contractors Inc. (CCI)

Beam Club Members-to-date: 10

- **Avid Plumbing LLC**

**Eric Updike**

2210 S. Beltline Court

Madison, WI 53713

**Phone:** (608) 661-2843

**Description:** Mechanical Contractor

**Sponsor:** Brian Wieser, Wieser Brothers General Contractor, Inc.

Beam Club Members-to-date: 47.5

- **Blackstone Metal Works**

**Roger Weyenberg**

2346 N. Main St.

Oshkosh, WI 54901

**Phone:** (920) 651-9842

**Description:** Specialty Contractor

**Sponsor:** Roger Thimm, Wondra Construction, Inc.

Beam Club Members-to-date: 20.5

- **ClearCut Builders, LLC**

**Jared Hintzman**

N11284 570th St.

Wheeler, WI 54772

**Phone:** (715) 702-2663

**Description:** General Contractor

**Sponsor:** Brian Bessinger, Royal Construction, Inc.

Beam Club Members-to-date: 1

- **Expel Fire Protection Inc.**

**Eric Henry**

W2685 Zurfluh Road

Albany, WI 53502

**Phone:** (608) 862-3356

**Description:** Mechanical Contractor

**Sponsor:** Kevin Klug, Dave Jones, Inc.

Beam Club Members-to-date: 1

- **FarWell**

**Mel Gillen**

1228 E. Washington Ave.

Madison, WI 53703

**Phone:** (608) 807-0615

**Description:** Associate Member

**Sponsor:** Sam Daniels, Joe Daniels Construction & Greg Jones, Dave Jones, Inc.

Beam Club Members-to-date: Sam .5 & Greg 29.5

- **Mass Mutual - Compensation Systems, Inc.**

**Jason Smith**

1909 - 11th Ave.

Monroe, WI 53566

**Phone:** (608) 325-5055

**Description:** Associate Member

**Sponsor:** Dave Murphy, PDC - Electrical Contractor

Beam Club Members-to-date: 11

- **Milis Flatwork**

**Dylan Milis**

W4567 County Road KK

Kaukauna, WI 54130

**Phone:** (920) 949-1482

**Description:** Concrete Contractor

**Sponsor:** Troy Carlson, McClone

Beam Club Members-to-date: 17

- **Rhumbix**

**Shary Dye**

1169 Howard St.

San Francisco, CA 94113

**Phone:** (608) 347-1851

**Description:** Associate Member

**Sponsor:** Dan Bertler, Supreme Structures Inc.

Beam Club Members-to-date: 44

- **SpeedPro Imaging Preferred**

**Bryan Reichling**

202 Moravian Valley Road, Ste. I

Waunakee, WI 53597

**Phone:** (608) 850-6668

**Description:** Associate Member

**Sponsor:** Dave Murphy, PDC - Electrical Contractor

Beam Club Members-to-date: 12

- **Walter Plumbing LLC**

**Scott Walter**

5166 Tamarack Trail

Oshkosh, WI 54904

**Phone:** (920) 203-8586

**Description:** Mechanical Contractor

**Sponsor:** Casey Malesevich, Sure-Fire, Inc.

Beam Club Members-to-date: 4

- **Westfield Surety**

**Kyle Smith**

100 Illinois St., Suite 242

St. Charles, IL 60174

**Phone:** (630) 443-2418

**Description:** Associate Member

**Sponsor:** Jay Zahn, R&R Insurance Services, Inc.

Beam Club Members-to-date: 46



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