

Ask any construction leader what they think the most common  
fYUgcb`Zcf`Ya d`cnYY` ][ \h]g`UbX`nci`k ]``\YUf`U`Wta a cb`  
fYZfU]b.`a cbYrn6Yfk YYb`VY]b[ `Ua ]X`Ub`Ya d`cnYY!Xf]j Yb`  
market and within an industry that historically has landed  
]b`h`Y`ck Yf`h]Yfg`cZUhfUM]j YbYgg`Ua cb[ `nci b[ Yf`Ybhfnt`  
`Yj Y`k cf`Yfgz]h]g`YUgnrc`gYY`ck ``YUXYfg`a ][ \h[ UfbYf`h.]g`  
impression.

K \Yb`Ub`Ya d`cnYY`di hg]b`h`Y]f`fk c`k YY`g`bch]WzUbX`h`Y`  
`YUXYfg`Ug`gZ`K \mUFY`nci ``YUj ]b[ 3`H`Y`\_bYY!`Yf`\_`Ubgk`Yf`]g`  
i`g] U`mgca`Yh.]b[ ``]\_Yz`=a`[`c]b[ `hc`6fUbX`L`hc`a`U`Y`U`Zk`  
a`cfY`Xc``Ufg`<`UfX`mU`Vz`bhf`c] Yfg]U`g] V`YVh`UbX`W`fhU]b`mcbY`  
that we can all relate to.

<ck Yj Yfza`cgh`gh`X]Yg`g\ck`h`h`U`h`Ya d`cnYY`g`cZ`Yb``YUj`Y`Zcf`U`  
more personal reason: the relationship with their immediate  
g] dYf] ]gc`5`a`UbU[ Yf`a`Um\Uj`Y`U`X]ZZ`Yf`Ybhj`]Yk`c`Z`h.]g`  
Vz`bj`Yfg`U]cb`k`Yb`h`Y`m\`YUf`h`Y`mUFY`h`Y`fYUgcb`Ub`Ya d`cnYY`  
]g``YUj ]b[ "

<ck Yj Yfz]hg`fY[ i`Uf`m`hU ] \h`h`U`h`Ya d`cnYY`g`UbX`a`UbU[ Yfg`

- » HtHJ`Wta dYbgUj]cb` HtHJ`gJ`UfnaVcbi gYgZUbX`VYbY hg
- » ; fck h\` `Cddcfhi b]hmtc`f]gY`]b`fUb\_g`k`]h.]b`h\Y`Wta`dUbm





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; fY[ [ 'A "GWcdda Ub`]g`U`V`bgj` `H`ubhk` ]h` : [A=7cfdcfUh\]cb](#)ža UbU[ Ya Ybhi  
V`bgj` `H`ubhg`UbX`]bj` Ygħa` Ybh`V`ub`\_Yfg`Zcf`h`Y`V`bgf`fi` V`]cb` ]bXi` għf`m`GWcdda` Ub`  
gd`YV`U`]nYg`]b`h`Y`U`f`Y`Ug`c`Z`dfc`Xi` V`]j` ]m`i`ub`X`d`fc`Y`V`ħ`a` UbU[ Ya Ybh`<`Y`U`gc`  
`Y`UXg` : A =g`dfc`Y`V`ħ`a` UbU[ Ya Ybh`V`bgj` `h`]b[ `d`f`U`V`W`"Df`]cf`h`c`^`c`]b[ : A`ž  
GWcdda` Ub`g`Yf`j`YX`Ug`U`g`yb`]cf`d`fc`Y`V`ħ`a` UbU[ Yf`Zcf`U`[ Yb`Yf`U`V`b`h`f`U`V`]b[ `  
fa` ]b`V`b`h`f`U` : `c`f`]X`U`<`Y`^`Ug`V`ħ`a` d`Y`h`X`V`ħ`a` d`Y`i`V`b`g`f`fi` V`]cb`d`fc`Y`V`]j`b`  
h`Y`a` YX`]W`ž`d`U`fa` U`W`i` h`]W`ž`c`Z`W`ž`Y`Uj`m`V`]j`]ž`]bXi` għf`]U`ža` Ubi`Z`V`ħ`f`]b[ ž`UbX`  
a`i`h`]Z`Ua`]`ma`Uf`\_Yhg`7`cb`h`U`V`GWcdda` Ub`Uh`[\[g\]Wcdda`Ub4`Za`\]b`Y`h`V`ħ`a`.](#)

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FYdi V`]g`YX`Z`fca` [7`cb`g`f`fi` V`\]cb`'6i`g`\]b`Y`gg`Ck`b`Y`f`](#)"7`cb`g`f`fi` V`]cb`'6i`g`]b`Y`gg`Ck`b`Y`f`  
f`7`6`C`E`]g`h`Y`"Y`UX`]b[ `Vi`g`]b`Y`gg`a`U`[`Uh`]b`Y`Z`cf`V`b`h`f`U`V`h`c`f`g`UbX`]g`X`Y`g`][`b`Y`X`h`c`^`Y`d`  
ck`b`Y`f`g`c`Z`V`b`g`f`fi` V`]cb``fa`g`f`i`b`g`i`W`W`gg`ž``Vi`g`]b`Y`gg`Y`g`":`ci`b`Y`X`]b`&`\$`\$`(`ž`7`6`C`  
d`f`c`j`]X`Y`g`f`Y`U`!`k`c`f`X`^`Vi`g`]b`Y`gg`a`UbU[ Ya Ybh`Y`Xi`V`h`]cb`UbX`\_`b`ck`^`Y`X`[`Y`h`U`h`]g`c`Z`  
f`Y`U`]`U`i`Y`h`c`h`Y`ck`b`Y`f`g`c`Z`V`b`g`f`fi` V`]cb`V`ħ`a`d`Ub`]Y`g`"

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5bnj`]Yk`g`UbX`cd`]b`cbg`Y`i`d`f`Y`gg`Y`X`]b`h`]g`U`f`h`]W`Y`a`U`m`c`f`a`U`m`b`c`h`f`Y`Y`V`ħ`h`Y`  
]`Yk`g`UbX`cd`]b`cbg`c`Z`h`Y`7`cb`g`f`fi` V`]cb`A`UbU[ Ya Ybh`5`gg`c`V`]U`h`]cb`c`Z`5a`Y`f`]W`  
f`7`A`5`5`E`'6`m`di`V`]g`]b[ `h`]g`d`]Y`W`ž`7`A`5`5`]g`b`c`h`Y`i`d`f`Y`gg`]b[ `Y`b`X`c`f`g`Y`a`Y`b`h`c`Z`h`Y`  
]b`X`j`]Xi`U`ž`h`Y`U`f`h`]W`ž`c`f`h`Y`f`U`gg`c`V`]U`h`]cb`ž`c`f`[`Ub`]n`U`h`]cb`ž`c`f`V`ħ`a`d`U`b`r`ħ`