

Business Advancement Committee Talks Strategic Planning

10/10/2024 – 12:15 PM

Priorities of Importance in the Future...

- Change in Age Demographics – Closing Down Elementary Schools...where will the workers and the industry the future come from ...particularly in the truck and other skilled trades workers
- Look to the members around you...YOU are the future and the members we need to engage....
- Flat organizations v. career advancement – how do we meet that need from the new generation looking for career opportunities...looking at new career trajectories
- Industry can benefit from AI ... a lot of entry level positions in other industries go away...perhaps concrete will be a place to gather...
- Software and analytical tools to use and streamline our industry...focus needs to turn to data quality – will result in better decision making.
- Balancing the work/life priorities of the younger generation will be critical.

Excitement about the future

- Improved efficiencies through technology
- Sustainability – Concrete has HUGE opportunities....Opportunity other industries do not have available to them.
- Ability to transition low level tasks to AI and other roles to grow future employees elsewhere...deploying them to higher valued tasks.

Future Challenges/Questions

- How do we grow the need and use of Concrete – that HAS to be the focus... how do we make concrete profitable?
- How do we enhance the safety and resiliency of Concrete?
- How do we leverage climate change to grow our industry?
- How do we regain the volumes of concrete that were being used 20 years in the past.
- We are playing cops and robbers between designers and concrete producers....failing concrete testers and labs...how do we address these challenges?