

The Workforce Management Guide for **General Contractors**

How general and self-perform contractors can increase profits, improve processes, and empower people with WFM.

PROCORE

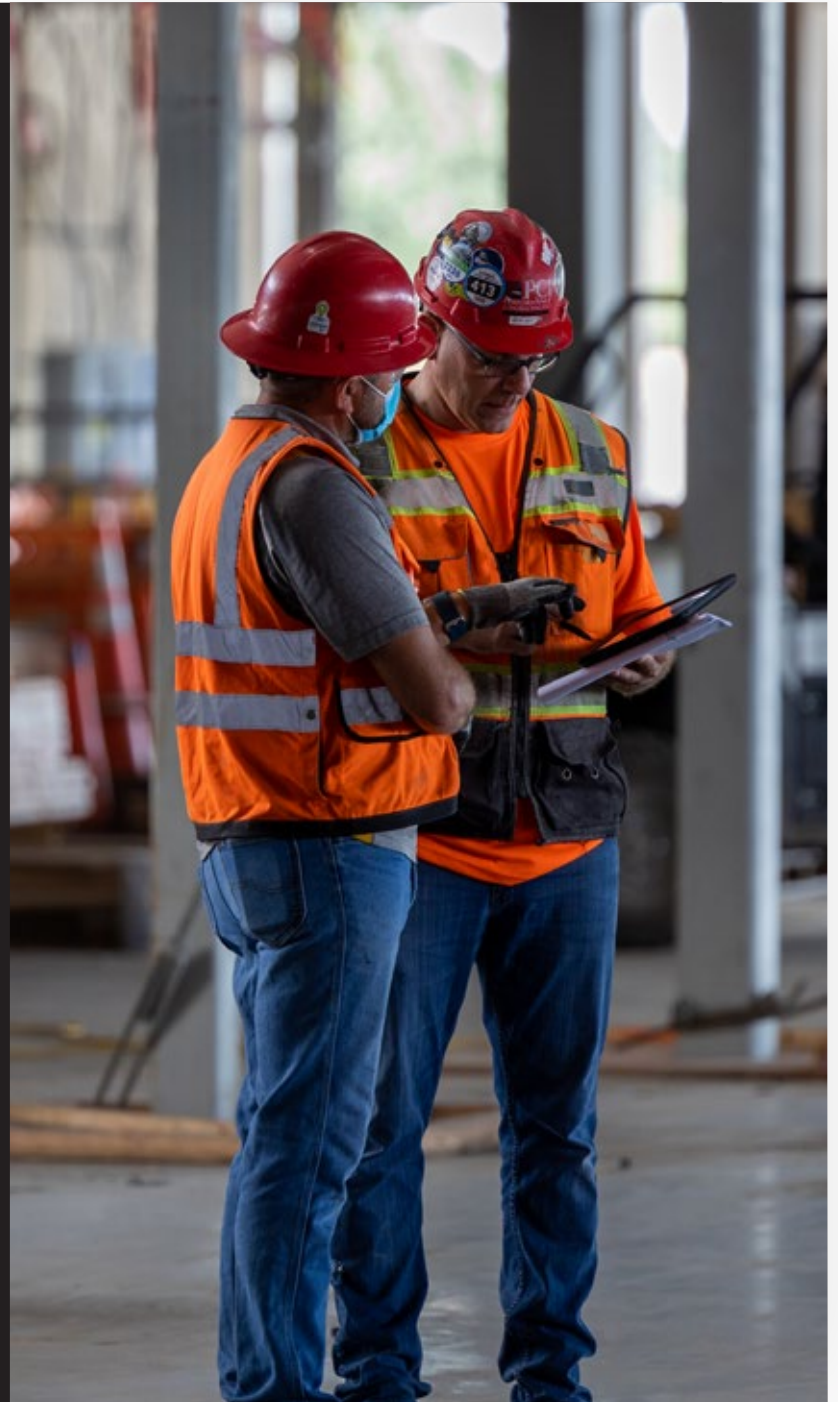


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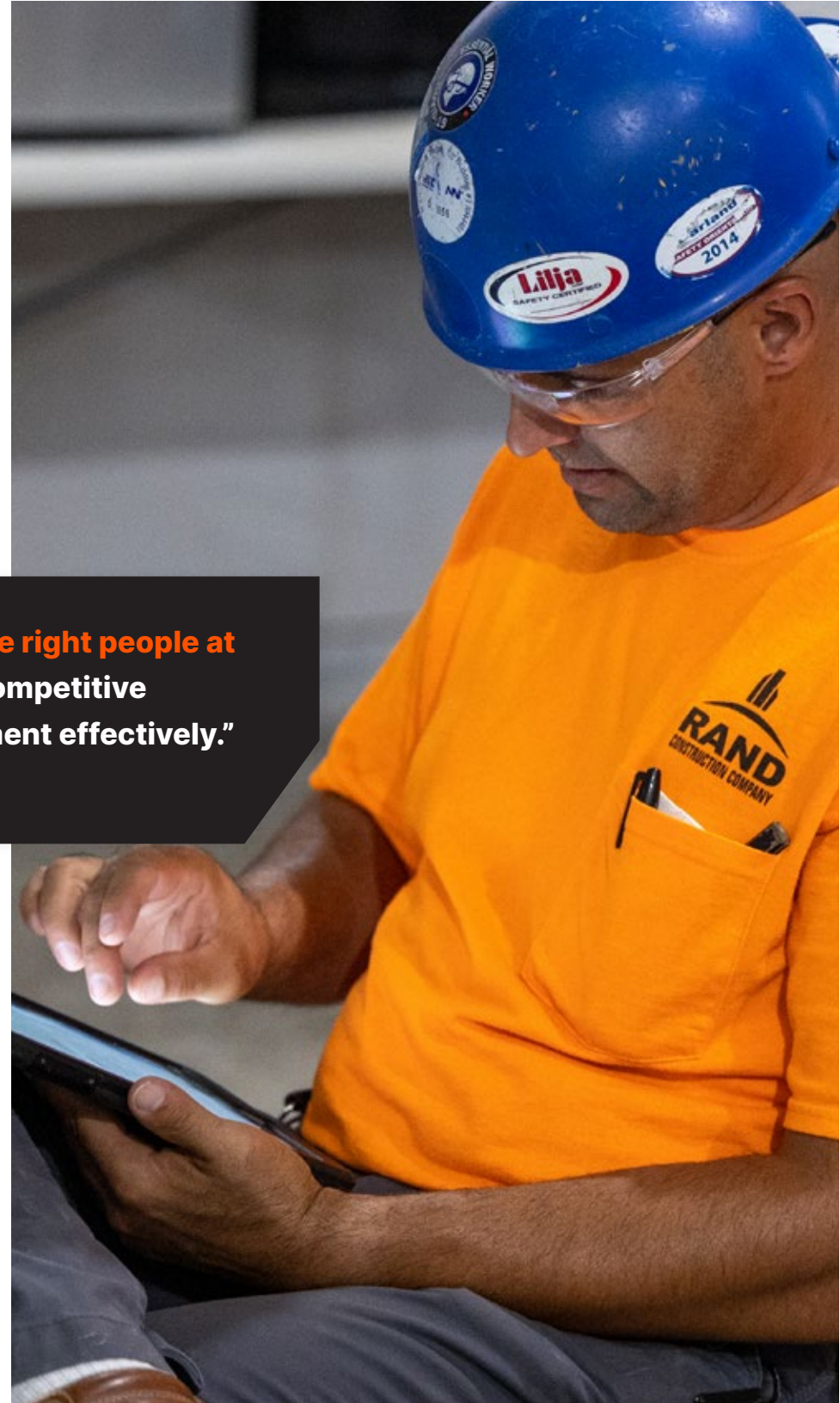
03 Introduction

[Workforce management](#) (WFM) is an organizational approach used to optimize the efficiency and effectiveness of employees. Across a variety of industries, this practice strategically optimizes productivity.

“Workforce Planning is a great tool to help you get the right people at the right place at the right time. It gives our team a competitive advantage now that we can track resource management effectively.”

General Contractor, New South Wales, Australia

In construction, WFM gets the right person in the right place at the right time, creating the right plan. [General contractors](#) across the world practice WFM, but most are doing so unknowingly and unequipped — the majority struggle to do so with spreadsheets and multiple phone calls. When done successfully, WFM helps general contractors gain insights into individuals’ capacities, as well as their workforce’s capacity as a whole (forecasting shortages and surpluses of field or office personnel). They can optimize their profits with analytics, improve their data hygiene and integrations, and achieve organizational alignment.



The foundation of WFM is a framework known as [People, Process, Technology](#) (PPT). This business model was created in 1964 by Dr. Harold Leavitt, an American psychologist of management.



Leavitt's model is also referred to as a "three legged stool," and continues to be an important framework of effective organizational management to this day. Each leg of this stool works together to support successful WFM:

+ PEOPLE: Who should be involved

People are centric to business and construction operations. Without people, nothing gets accomplished.

+ PROCESS: How it should be done

Standardized processes create predictability and efficiency. Progress is obstructed without processes.

+ TECHNOLOGY: Enable people, support process

The tool must fit the task. Technology should simplify processes and amplify effectiveness.

When properly positioned, the three legs of PPT support effective construction WFM to improve profits, processes, and people for general contractors. Keep reading to learn how.

05

Profits

How general contractors can make workforce plans with clearer analytics.

You've got the workforce—whether it's your staff, the field, or a combination of the two. We help you build for the future, on budget and on time.

► Principal Contractor

A rapidly growing Australian general contractor, relied on Excel files that were bursting at the seams to manage their workforce plans. Wanting to accurately forecast ahead and properly analyze workforce information, they turned to Workforce Planning, gaining the competitive advantage to plan months in advance.



Every general contractor knows the projects of today can influence the projects of tomorrow — the mistakes, the wins, and everything in between. Workforce budgets are one of the most volatile, but aligning stakeholders on a plan can provide a path to success, fostering buy-in, and save profit margins and money. Cloud-based WFM gives general contractors a secure platform to see all their people and projects in one place so they can proactively look weeks, months, or even years ahead. This enables general contractors to make the right plan with the right people for future projects.

Workforce management supports profitability:



Evaluate workforce budget data.



Plan weeks, months, or even years ahead.



Accurately organize upcoming project and workforce needs.



Create visibility and accountability.



Consolidate and document past projects to inform future jobs.

“ Our staff can go in, look at the projects they’re assigned to now, **what things they need to work on, what things they need to start planning for, and the location of where the job is going to be. They can do this months out rather than the day they get in. ”**

General Contractor, Novi, Michigan

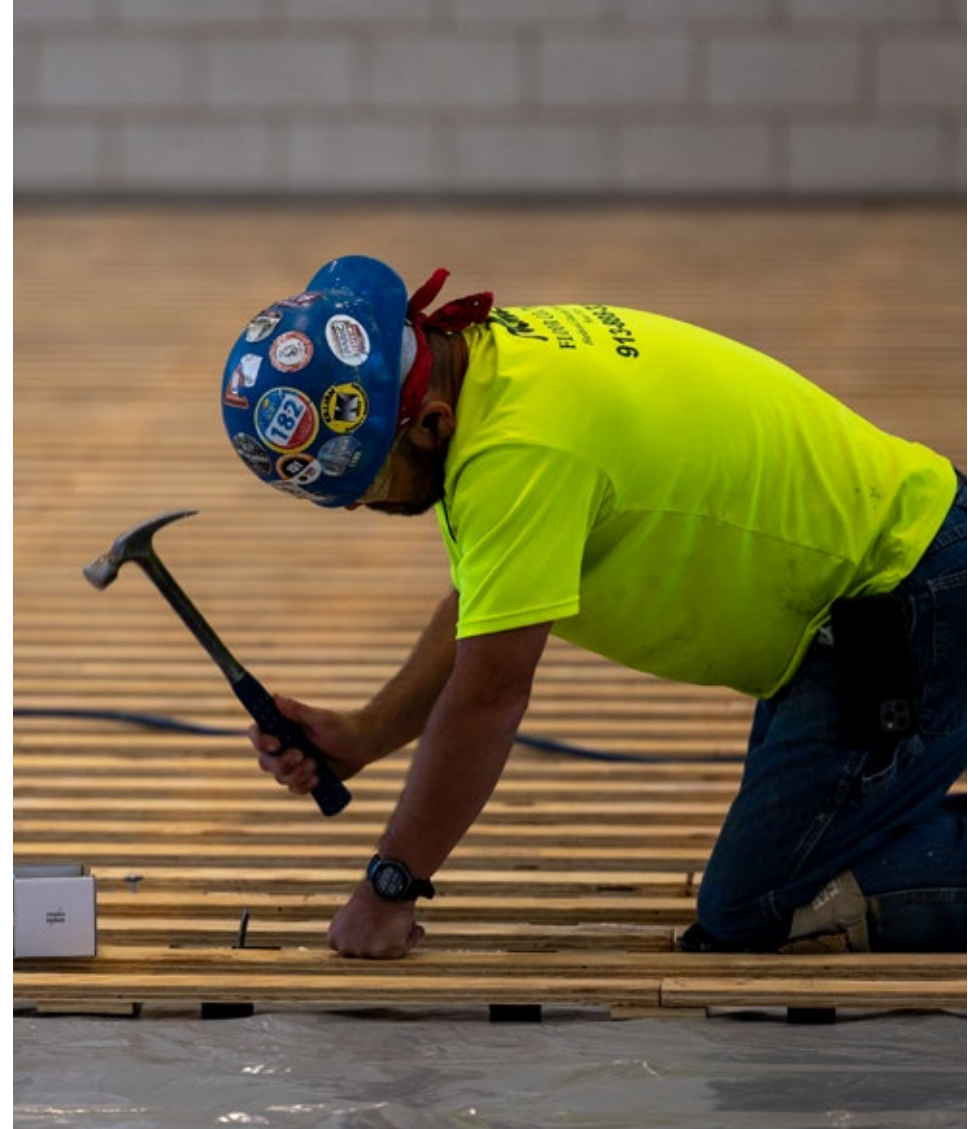
07 Process

How general contractors can make their workforce and project data work for them.

You've got vital workforce and project data. We have the platform to manage it — accurately.

▶ Employee-Owned General Contractor

The general contractor had a single user managing its workforce spreadsheet and struggled to navigate all their workforce and project data. Seeking out the latest technology, they wanted a solution that would break down data silos and make it easier to digitally manage information. Workforce Planning was the answer.



Siloed data is an issue for general contractors everywhere. Like this general contractor, the majority of GC's use spreadsheets to keep track of personnel and project information. With cloud-based workforce management, project and workforce data is easily accessible by the right people anytime, anywhere.

Workforce management keeps your team on track:



Eliminate human error and fat finger mistakes.



Easily integrate data from other softwares.



Share project information with appropriate permission levels.



Single source of truth for teams in the field and office.



Record and view pertinent project information in real time.

“ It’s not so much about who you need, it’s when you need it, and Workforce Planning helps us keep track of that information. I have data to reinforce my data. It’s no longer a guessing game; I am able to give answers that are based on factual data. ”

General Contractor, Columbia, Illinois

09 People

How general contractors can stay connected with their workforce.

You have the staff — and sometimes the labor — to get the project done. We help you communicate with them.

► Self-Perform General Contractor

The general contractor struggled to coordinate two divisions with a dozen superintendents managing workers with whiteboards, text messages, and spreadsheets. With an increasingly frustrated team, they needed to find a way to track personnel and communicate better. Workforce Planning broke down the barriers.



Communication is a headache for most general contractors. It's challenging to sift through emails, unanswered messages, phone calls, and texts. Stop wasting time trying to connect via siloed methods. Digital WFM provides in app-notifications, automated emails, and texts so everyone stays on the same page. Furthermore, the workforce data updates in real time and is accessible wherever and whenever you need it.

Workforce management streamlines communication:



Make and fill workforce requests at a moment's notice.



Share project and assignment information individually or company-wide.



Send alerts and schedules via emails, texts, and notifications.



Ensure teams have received important communications.



Improve communication between the field and office.

“ For mass communication, Workforce Planning is the greatest tool we’ve ever had. It was flexible to fit our needs, rather than a cookie cutter approach. ”

General Contractor, New York City



Conclusion

Whether field or office personnel, general contractors are constantly trying to balance their workforce against their commitments and demand of work. It is a simple concept, but an arduous task. See how workforce management can help.

[Get a demo](#) of the Workforce Planning platform today.

PROCORE

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PROCORE TECHNOLOGIES, INC.

Procore manages your projects, resources and financials from project planning to closeout. Our platform connects every project contributor to solutions we've built specifically for this industry—for the owner, for the GC, and for the specialty contractor. Our App Marketplace has over 150 partner solutions that integrate seamlessly with our platform, giving you the freedom to connect with what works best for you, even if we don't build it. The ability to easily communicate across disparate teams makes it easier to work together by eliminating silos and establishing a single source of truth. It's how Procore gives your team access to everything they need to know to get their job done.

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