BACKGROUND

Western Construction Group is a Missouri-based company with 30 offices nationwide. Founded in 1915, Western has established itself as a leader in quality craftsmanship and has grown to become the largest specialty contractor in the nation, with expertise in masonry, concrete, waterproofing and facade restoration.

Now in its third generation, leadership within the organization is looking for ways to fully leverage the advantages of artificial intelligence.

Western Construction approached Washington University's Technology & Leadership Center with several objectives. They chose the TLCenter for its practical, industry-relevant learning and its reputation for providing training and development that delivers results.

Transforming Perspective Through **AI Readiness**: Unlocking New Possibilities and Business Outcomes for One Missouri Construction Company

Western Construction needed to gain a deeper understanding of artificial intelligence, including its functions and applications and how it could be implemented throughout all levels of the enterprise.

Two Steps Behind the AI Starting Line

A Case Study for AI Readiness Presented by the Technology & Leadership Center at Washington University in St. Louis

OBJECTIVES

- Create an effective and scalable framework to apply to initiatives and scenarios needing AI intervention
- Gain a clear understanding of key aspects of enterprise-centric AI adoption
- Identify and implement AI strategies directly relevant to their operations

SOLUTION

Employing well-known experts in the field of AI, the TLCenter designed and facilitated a workshop to help senior leadership from Western evaluate their organization's AI readiness, identify gaps and determine the resources required. The workshop offered a comprehensive view of an organizational AI transition, addressing the technical, data, human resource and governance aspects of enterprise-centric AI adoption. As a result, participants gained both an education in AI and a launch plan for achieving excellence in AI adoption and utilization.

KEY RESULTS

Western Construction Group now has a deeper understanding of **AI**, along with a framework and plan to address AI readiness. This transformation of an AI-enabled business strategy included takeaways to include:

- A tailored set of strategic tools and action plans for their unique organizational context
- The use of quantitative metrics regarding their current data, AI readiness and maturity
- Insight on what additional resources may be needed to ready their data, implement and manage AI
- Considerations as to what additional technical training will be required for data management and AI deployment

The Case for Artifical Intelligence (AI) Readiness

Becoming and staying an AI-first organization requires a multidisciplinary approach, one that integrates business and IT. This involves aligning AI with strategic goals, fostering collaboration across teams and building a data-driven culture that embraces continuous learning and innovation.

35%

construction companies already harnessing AI to improve project management efficiency.

60%

construction executives who belive AI will be a game-changer over the next 5 years.

81%

expected increase of AI adoption in the construction industry over the next 5 years.

> *WashU's TLCenter presented an excellent workshop. AI is an overwhelming topic, but I left with confidence that we can implement AI in a focused way. Professor Jeromey Farmer definitely knows his stuff and was able to relate AI to our business.*

— Brad Johnson, SHRM-SCP, SPHR
Chief Human Resources Officer
Western Specialty Contractors

CONNECT

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WashU