

# Young Professionals: Listen, Learn & Pass It On

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In today's society sharing information seems to be more of an involuntary action than a conscious decision. Day by day the world around us is becoming smaller and more connected. The concrete industry is no exception. A driving force behind this information transmission is the pursuits of young professional members and the skills they leverage. It's important for young professionals to encourage collaboration and sharing between sectors of the concrete industry because it helps not only the growth of the industry, but the growth and development of the young professional into a successful industry leader of tomorrow. There are several tools, some of which young professionals are very knowledgeable about, that help drive the spread of knowledge and collaboration between sectors of the concrete industry.

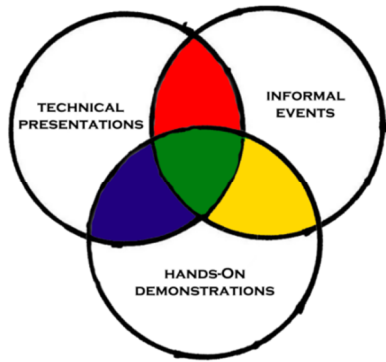
The internet is one of today's most powerful resources that a young professional can utilize in order to effectively and efficiently encourage collaboration and the spread of knowledge throughout the concrete industry. The industry encompasses a multitude of professions (contractors, engineers, architects and producers), which can be both a blessing and a curse to the industry. The large net the concrete industry casts gives a massive amount of knowledge and data; however with such a



large amount of information, ideas tend to become diluted. The internet gives the young professional the means to reach out to all these disciplines in one fell swoop. Internet tools such as LinkedIn and Facebook are an excellent means of generating special interest pages where groups can share thoughts and questions. Video sharing and streaming sites such as YouTube and Skype have enabled users to share ideas across the world. A current YouTube search of "RC Beam Design" results in 13,200 video results. It's important for the young professional to leverage the internet because it affords the young professional the ability to link multiple people to an idea of interest regardless of time, location in the world or language they speak. This helps drive knowledge and collaboration throughout the industry.

The cyberspace realm is an amazing platform to aid the spread of knowledge, but face to face events help solidify those ideas into realities. It's important for young professionals to organize in-person meetings between groups to be able to facilitate growth of the organization, goals and ideas. In-person meetings are particularly important for the growth

of young member groups and initiatives. For the concrete industry, there are several different types of in-person meetings that can be effective in the transmission of knowledge and the growth of the chapter. Technical presentations, informal group events and hands-on/demonstration events are the primary in-person events that help transmit ideas throughout the concrete industry.



In today's professional organizations, the latter two types of events (informal events and hands-on demonstrations) tend to be overshadowed by the technical presentation portion of an organization. However, these two types of events are equally as important for the spread of knowledge and collaboration between sectors. Informal events (happy hours, sporting event, etc.) and hands-on demonstrations (concrete product demos, material demos, etc.) tend to have a more comfortable and inviting atmosphere which encourages conversation and the spread of ideas between

professionals. These events are particularly important for young professions and non-design professionals due to the non-threatening environment displayed at such events. By developing a wide range of programs/events young professional can successfully develop a culture of collaboration within the concrete industry.

The development of building information modeling (BIM) has given the concrete industry a great opportunity to enhance collaboration between sectors of the industry. It affords the project team the ability to more effectively discuss the scope, possible complications and constructability of a project. Due to the fairly new nature of the BIM platform, the adoption of the system has been slow to catch on in some sectors.



It's important for young professionals to keep pushing this technology forward. By giving presentations and classes on the BIM platforms, young professionals can make those hesitant about the system more comfortable and driven to master the programs.

Concrete is a complex subject spanning multiple disciplines and numerous topics. With a culture built on collaboration and the transmission of knowledge, the concrete industry has the ability reshape the world into an amazing place. Young professionals are a key factor in the concrete industry's goal of collaboration and the sharing of knowledge. By utilizing the tools given young professionals can observe the industry's goals and constantly improve on them. To finish with a quote by Peter Ducker "knowledge has to be improved, challenged, and increased constantly, or it vanishes".