

PRO: The Background, History, and Strategic Initiatives



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PRO Board Chair



Presentation Outline

- Construction Industry Productivity
- **PRO** Background
- **PRO** Vision and Mission
- **PRO** Overview
- **PRO** Strategic Initiatives





McKinsey Global Institute - Report on Construction Productivity

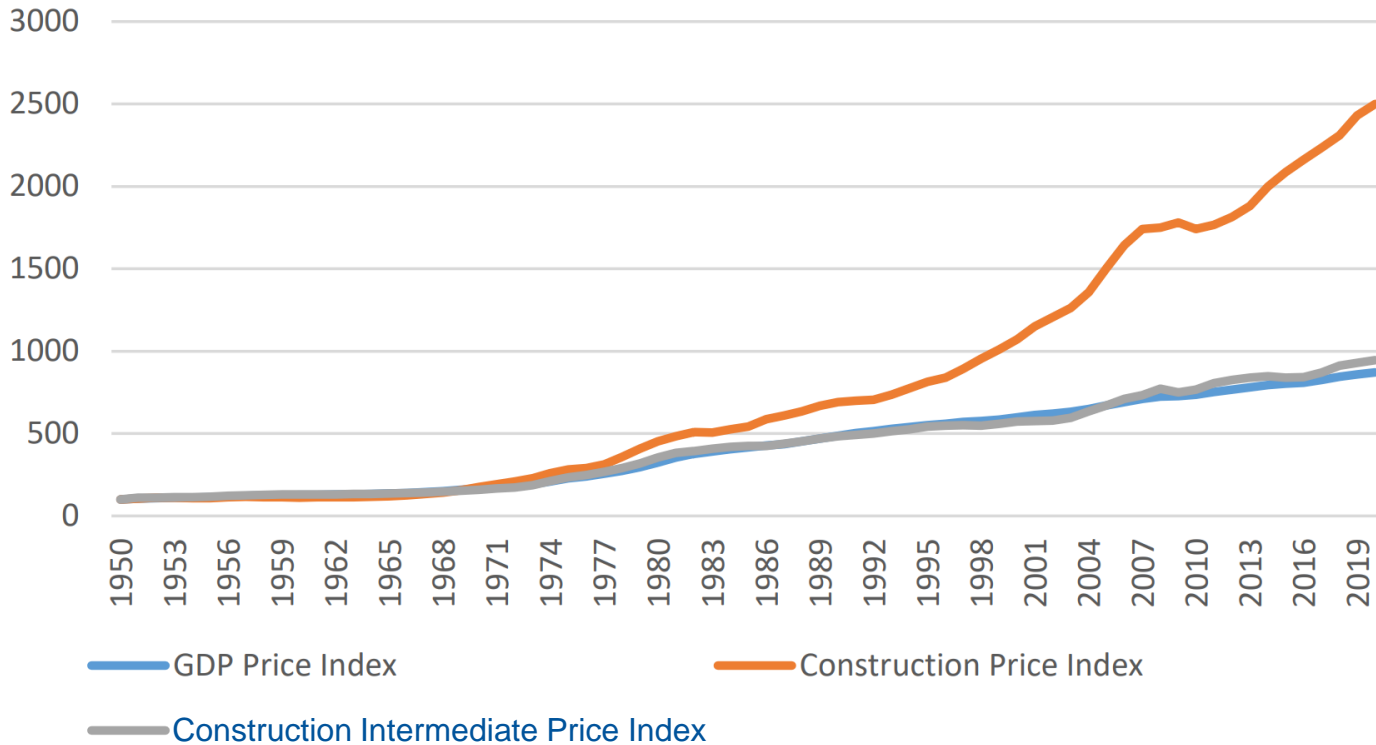
February 2017

THE WORLD'S GATHERING PLACE FOR ADVANCING CONCRETE



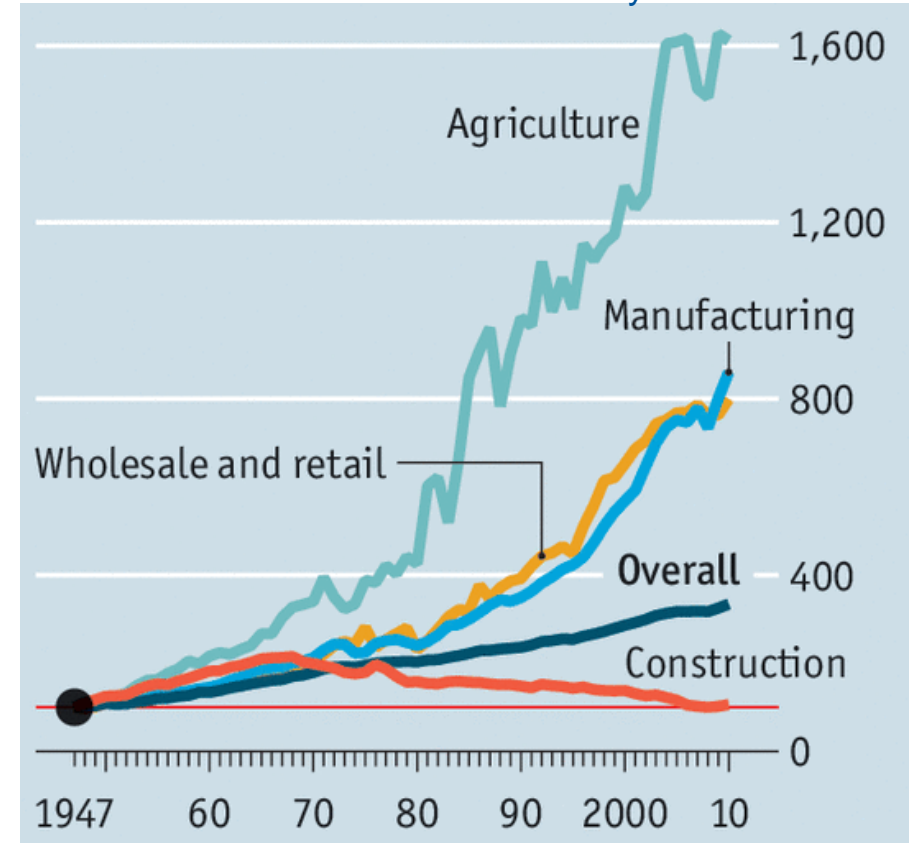
U.S. Prices vs. Productivity

Source: National Bureau of Economic Research



Prices

Source: McKinsey Global Institute



Productivity

THE WORLD'S GATHERING PLACE FOR ADVANCING CONCRETE

aci CONCRETE CONVENTION



“Construction is a key industry in countries across the world, but one that has struggled to evolve its approaches as other industries have done, and one whose productivity has suffered as a result. **Even while other sectors from retail to manufacturing have transformed their efficiency, boosted their productivity, and embraced the digital age, construction appears to be stuck in a time warp.** In the United States since 1945, productivity in manufacturing, retail, and agriculture has grown by as much as 1,500 percent; productivity in construction has barely increased at all. This not only represents a lost opportunity for the industry but costs the world economy.”

McKinsey Global Institute 2017



DIVE BRIEF

Construction lost as much as \$40B on poor productivity in 2022

About half of contractors see labor inefficiencies worsening, according to a new report, but firms see relief through lean practices.

Published Oct. 12, 2023



Delivering on construction productivity is no longer optional

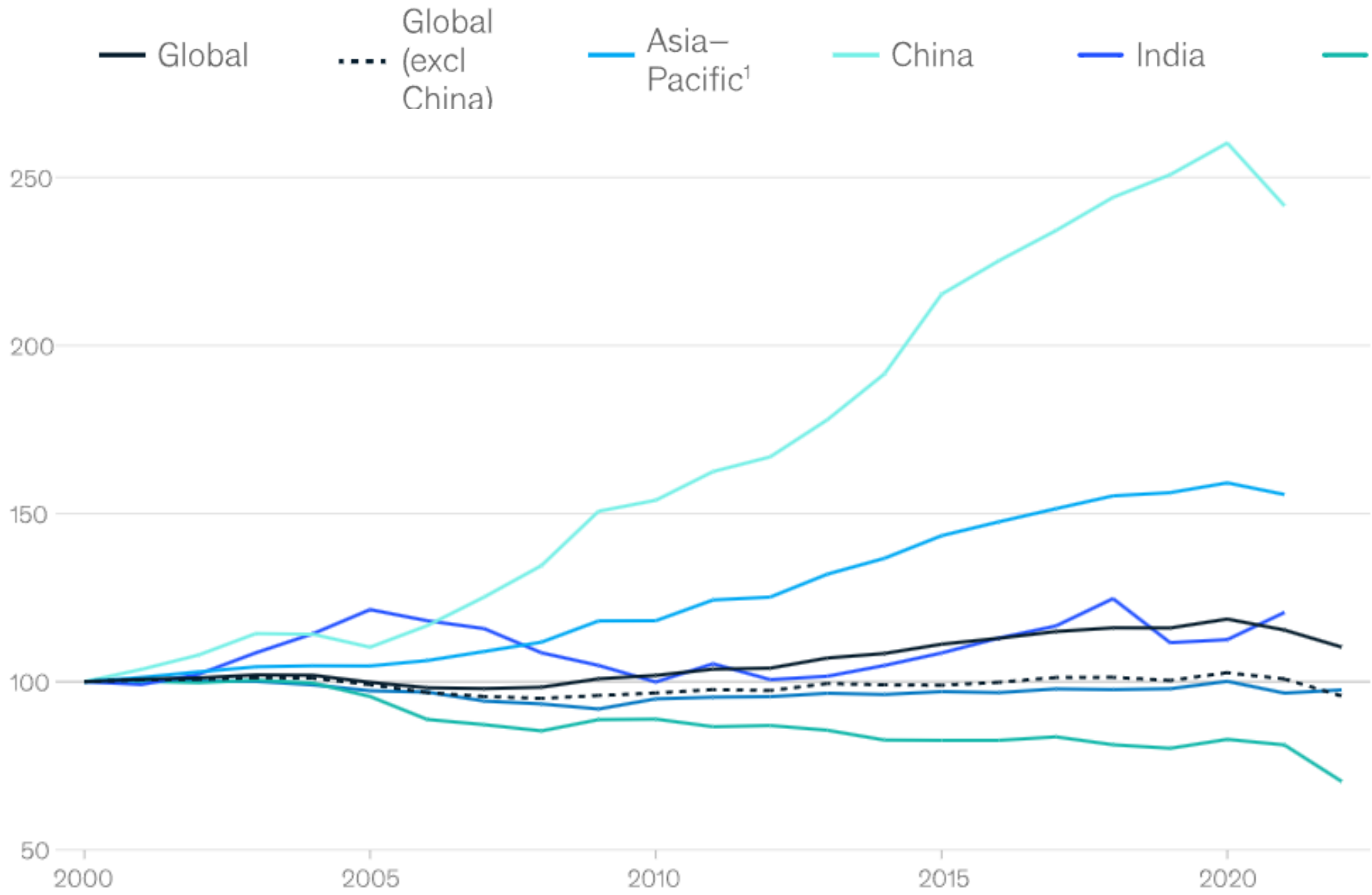
August 9, 2024

By [Jan Mischke](#), [Kevin Stokvis](#), and [Koen Vermelthoort](#)
with Birgit Biemans

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Why the construction industry must climb out of its productivity rut—and why it hasn't yet.

Global Construction Productivity

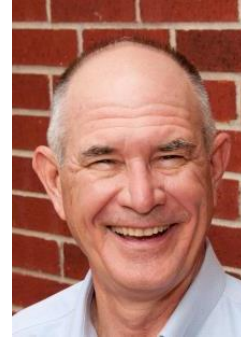


McKinsey & Company
August 9, 2024

THE WORLD'S GATHERING PLACE FOR ADVANCING CONCRETE



ACI Board Task Group



THE WORLD'S GATHERING PLACE FOR ADVANCING CONCRETE



ACI and PRO

Two
Independent
Organizations

Symbiotic
Relationship



American Concrete Institute
Always advancing



An ACI Center of Excellence
for Advancing Productivity

THE WORLD'S GATHERING PLACE FOR ADVANCING CONCRETE

 **CONCRETE
CONVENTION**



PRO: An ACI Center of Excellence for Advancing Productivity

- **PRO** is incorporated as a non-profit 501(c)3 ACI subsidiary with its own bylaws and Board of Direction
- **PRO** is focused on a *specific industry target*, which will allow *faster progress* toward its objectives
- **PRO** members will primarily be corporations and non-profits who will provide the bulk of **PRO**'s financial support
- **PRO** retains IT, accounting, marketing, and other services from ACI



THE WORLD'S GATHERING PLACE FOR ADVANCING CONCRETE





PRO Vision:

The Center envisions a concrete industry where the productivity potential of contemporary materials and construction systems is fully realized and continually advanced.



PRO Mission:

Collaborate with designers, material suppliers, builders, and other industry stakeholders to improve design constructability and construction productivity for all concrete structures.



PRO Activities:

- Constructability resources
- Technology Advancement
- Construction best practices
- Knowledge transfer and professional development
- Association outreach
- Interaction with ACI committees





PRO Strategic Initiatives:

- Improve the constructability of concrete structures.
- Contractually align the risk and reward of concrete design, construction, and ownership.
- Incentivize innovation in concrete design and construction.
- Improve collaboration and teamwork among all project stakeholders.
- Improve construction document completeness and coordination.
- Accelerate adoption of productivity enhancing products, tools, and systems.



Thank you

*For more information, please visit **PRO** at:
www.concreteproductivity.org*

