

Open client communication is the cornerstone of success for businesses across various industries. In construction, it is all too easy to become consumed by the pressing demands of deadlines, adhering to timelines, and navigating each project's development. In the midst of these endeavors, however, the importance of client communication and transparency can sometimes be overlooked, but transparent and communicative client relationship is essential to building long-lasting partnerships.

While building and maintaining such relationships might initially appear daunting — just as public speaking might — it is crucial to recognize that effective communication will become second nature with practice. By prioritizing open lines of communication from the very beginning of a project's conception, businesses can set themselves on a path toward establishing strong relationships with clients.

and ensure their weekly reports align with the client's

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## Weekly Updates and Progress Reports

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Weekly reports provide a straightforward means of ensuring clients are made aware of the progress made on their projects. Dispelling the notion that these updates need to be elaborate summaries of project progress — it is, in fact, their simplicity that makes these updates impactful. It is essential to gain a deep understanding of each client's existing operational preferences ahead of sending weekly updates and progress reports. As projects begin to take shape, construction teams should understand their clients' communication preferences

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## Tough Talk

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It's no secret that hard conversations with clients are uncomfortable during construction. However, by initiating projects with upfront conversations that address potential challenges, clients can be better prepared for issues that might arise in the future. By being transparent upfront, construction teams can build trust and establish an open dialogue between themselves and their clients. For example, suppose the construction team anticipates delays in materials. In that case, clients appreciate being looped in on these potential delays on the front end, not after the expected delivery date has passed.

Unforeseen obstacles are an inherent part of the construction process and cannot be entirely avoided. However, it is essential to approach these challenges thoughtfully before communicating them to clients. Whenever issues arise, such as obstacles with builds, deliveries, or any aspect of the project, it is important to inform the client while also sharing potential solutions. By doing so, the impact of these issues can be mitigated, ensuring a more constructive and collaborative problem-solving approach.

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## Bolstering the Budget

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Just as it is crucial to handle difficult discussions with



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## About the Author

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Scott DeLano, principal at Certified Construction Services, brings 25 years of project management experience building educational institutions, hospitality, multifamily projects, medical/facilities, restaurant/service industry projects, and historical restoration work in Michigan and throughout the south. He's known for his commitment to building and maintaining relationships with clients, designers, and project partners. He has a reputation for finding valuable solutions to keep projects on budget and schedule and deliver on commitments.

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## About the Article

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