

Why are we so afraid of each other?

I would like to talk to you about construction chain cooperation. A real serious conversation. Now is the time to do that. If we all agree that chain cooperation should lead to a higher quality of end products, why are we barely doing this?

We agree that we need to share much more knowledge with each other more intensively, but we do not actually do that at all. Where does that fear come from that we can possibly take the bread from each other's mouth? Why are we afraid of competition? A good entrepreneur relies on his own strength.

TENDER PROCEDURES

The "system" is also responsible for the prevailing mind-set. The low prices are far too much leading in these tender procedures. So a good responsibility for the parties that formulate the tender procedures. However, because we hardly search for cooperation in the construction chain (It often remains with beautiful words), contradictory interests remain dominant. And so you'll never get a better quality. The bottom line here is to prevent failure costs. If parties start to consult more with each other, failure costs will go down; this would be more beneficial for the whole chain, right? And, especially the end user!

INCREASING PERCENTAGES

In the yearly Dutch report for building knowledge, I read that almost 10% of the total turnover within the construction chain is determined by failure costs. In recent years this percentage has increased. I can't see this being improved on the short term in the coming years. How bizarre! On the one hand, we're all shouting that we look for chain collaboration; on the other hand, we're pushing this percentage uncontrolled higher and higher. What are the factors that can reduce failure costs? (and, maybe even completely eliminate them?)

1. There must be more consultation with partners in the chain.
2. There must be more corporation with fixed partners in the chain.
3. Tender procedures should focus more on quality rather than on price.

But hey! how do we do this in practice? Well, first of all, we hardly give ourselves time to think about this. We're all swayed by the issues of the day, dominated by the cyclical economic boom from this moment. And, are chain partners sufficiently willing to invest in their own knowledge to be more critical to each other?

BYE BYE CONTRACT?

How we do it? We share as much knowledge and information as possible. All chain partners may know it, we're happy to come over for a visit to discuss. Yes, we sometimes miss an order, but what we win back gives us more value; better end products!

REVIEWS

In addition, I have another suggestion: let's create and introduce a rating system into the building column. So that everyone who has contributed in a project is able to share his vision by means of a review – quite transparent and public. Just like on the internet we all now can see how others experience a product or service. We make ourselves more controllable. Not to criticize only but also to think more solution-oriented so we can profit from it. We then learn from each other.

Because, in the end, we all want to have more filling on our sandwich?

Marc Bos is happy to pass De Pen to Jeroen Warnaar. From his view he will tell something about the industry in the next edition of Binnenwerk.