

# Growth Action Plan

BuildRight Contractors | Web Apps

Lead: Olivia Cruz | Primary Goal: Build/improve web app

**Industry: Construction Operations**  
Team Size: 62 employees

**Traffic/Users: 85 internal users; 45 active projects**  
Expected first measurable gains: 2-6 weeks

## 1) Executive Summary

- Likely bottleneck: Workflow fragmentation creates rework and approval delays.
- Fastest path: Ship change-order intake + approval module
- Expected impact: Cut approval lag 20-30% (High confidence).
- Context: Project updates, RFIs, and change orders are scattered across chat threads and spreadsheets.

## 2) Opportunity Diagnosis

- Primary: Workflow fragmentation creates rework and approval delays.
- Secondary: No real-time visibility for project-level blockers.
- Assumption: Assumes leadership can standardize status cadence.

## 3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	Workflow	Ship change-order intake + approval module	Cut approval lag 20-30%	High confidence
31-60 days	Visibility	Add project health dashboards by PM	Faster risk escalation	Medium confidence
61-90 days	Adoption	Integrate subcontractor update submissions	Increase on-time updates	Medium confidence

## 4) Top 5 Priority Actions

1. Define required fields for every change-order request.
2. Create approval SLA notifications to prevent bottlenecks.
3. Standardize weekly project status template in-app.
4. Track rework incidents tied to late approvals.
5. Pilot with two project teams before full rollout.

Projected KPI Direction (30/60/90)



## 5) Offer Recommendation + KPI Scorecard

Recommended: Web Apps (Primary). Track weekly: Approval cycle time, project update compliance, rework rate.

## 6) Risks & Mitigation

- Risk: Process variance by PM. Mitigation: enforce common workflow states.
- Risk: Adoption resistance. Mitigation: pilot champions + role training.
- Risk: Data entry burden. Mitigation: mobile-first quick entry screens.

## 7) Immediate Next Step

Prototype the change-order workflow with one PM and one finance approver, then validate within 7 days.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

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