



## **Title: The Most Important Word in Project Controls: Why?**

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### *Summary:*

Project controls roles vary in a number of different ways. But, consistently across the discipline, the greatest value is the ability to answer *why* something is happening. Join Guy Barlow, Aconex's Global Commercial Director for Connected Cost, as he explores how the growing complexities and increasing risks of projects, now more than ever, need to focus on the underlying reasons for a change, deviation, or unplanned action.

By asking the obvious – why something is occurring – we tap into the true value of project controls experts. That is, the decades of experience to flag, analyze and remediate alterations and variations in plans. It's important to keep these processes that have been developed and honed over decades. However, the key is to upgrade and modernize project controls solutions to improve the ability around the decision-making process. To increase efficiency and predictability while driving down risk we need to leverage the deep thinking of practitioners connected to a true platform technology.