

# BEWARE: The Construction Industry is Broken



## 10 Secrets Your Employer Will Never Tell You!

Learn how to navigate the industry's hidden flaws, separate yourself from the masses, and get your dream job FAST.

Accelerate your industry career with Chiefy.

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# What Nobody Tells You...

## Burnout Epidemic

The Construction Industry has a higher burnout rate than almost any other industry in Melbourne.

## Sink or Swim

New entrants are expected to magically figure out industry terminology with minimal support.

## University Gap

Academic training inadequately prepares you for the reality of construction sites. It teaches knowledge not skills.

## Blunt & Brutal Culture

Belittling is seen as 'character building' rather than toxic behavior.

**The worst part? Your employer benefits from keeping you in the dark.**

# The Inconvenient Truth

## Why Most Construction Careers End Before They Truly Begin

**Picture this:** It's your first site meeting. Terms like 'dowel bars,' 'rebates,' and 'posi-strut systems' fly around. You nod along, terrified, hoping no one asks you a question.

This is the reality of the industry for a newcomer. More people are leaving faster than entering - not because they can't do the work, but because of the constant communication breakdowns, they are drowning in terminology and jargon that they do not understand.

The industry is not set up for you to succeed... **BUT** at CHIEFY we aim to give you the skills to be industry confident from day 1.



# The Facts

The Property & Construction Industry is the biggest driver of state growth, and yet the economics of the industry are sick...

1. Industry labour rates are at record highs
2. New projects as low as they have been since 2010
3. Project durations are increasing

<sup>1</sup> Australian National Accounts – State Accounts – SGS Economics Planning

<sup>2</sup> Statistics from WT Partnerships – Australian Construction Market Conditions Report - November 2025

<sup>3</sup> Australian National Accounts – State Accounts – SGS Economics Planning



# The 10 Secrets

# Secrets #1-5: Breaking the Illusion

## 1. You Don't Need to Know Everything

The best professionals ask questions.

Nobody expects you to be an encyclopedia.

## 2. Educated not Equipped

Academic institutions build strong foundations, but without a fluent understanding of industry terminology graduates can spend months catching up instead of contributing.

## 3. The Industry isn't Built for you

Newcomer embarrassment and isolation aren't character flaws—they're symptoms of an industry whose language is designed to be inaccessible.

## 4. Relationships & Networks

Relationships are everything within the industry, they are the true currency. Building these relationships creates a network - your biggest asset in an industry built on collaboration.

## 5. Terminology Is a Weapon

The Mastery of terminology across disciplines enables confidence building. Your language is what sets you apart.



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# Secrets #6-10 Taking Control

## 6. Think 5 Years, Not 12

months professionals plan their career trajectory, understanding which experiences and relationships will compound over time.

## 7. Own Your Development

### Journey

Build relationships intentionally, drive your career independently and craft your reputation deliberately. Professionals who take control of their career don't wait for opportunities they create them.

## 8. AI Will Replace Those

### Who Don't Adapt

AI-fluent professionals will replace resisters. Integrate emerging technologies into daily workflows now or risk falling behind.

## 9. Own Your

### Day-to-Day Growth

Mistakes are lessons. The industry rewards fast learners who adapt quickly. Professionals who set daily goals to develop themselves will outpace those waiting for opportunities to grow.

## 10. The Industry NEEDS

You! Increasing turnover and burnout rates, skilled professionals who understand the business are in short supply. Your skills are in demand!



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# The Future is Coming

## - 6 AI Tools You MUST Know About

### 1. Free Online AI-Powered Programs

Language visual aid and presentation tools  
(Claude, Nano Banana, Gamma, etc )

### 2. Drones & Photogrammetry

Aerial site surveys and progress tracking

### 3. AR Site Visualization

Overlay designs onto physical spaces, point  
cloud

### 4. Digital Twin Technology

Virtual replicas for real-time monitoring

### 5. Prefabrication & Modular

Off-site construction efficiency gains

### 6. Building Information Modeling (BIM)

The use of BIM is revolutionizing  
project coordination

**The Bottom Line:** Professionals who master technology while maintaining strong relationships and industry knowledge will be unstoppable.

# Property Development Simplified

## Understanding 'The Players' and 'The Game'

Just like any team sport, Construction requires people to “play their role” and each individual role is critical to a successful project!

### **The Game Plan = Project Plans**

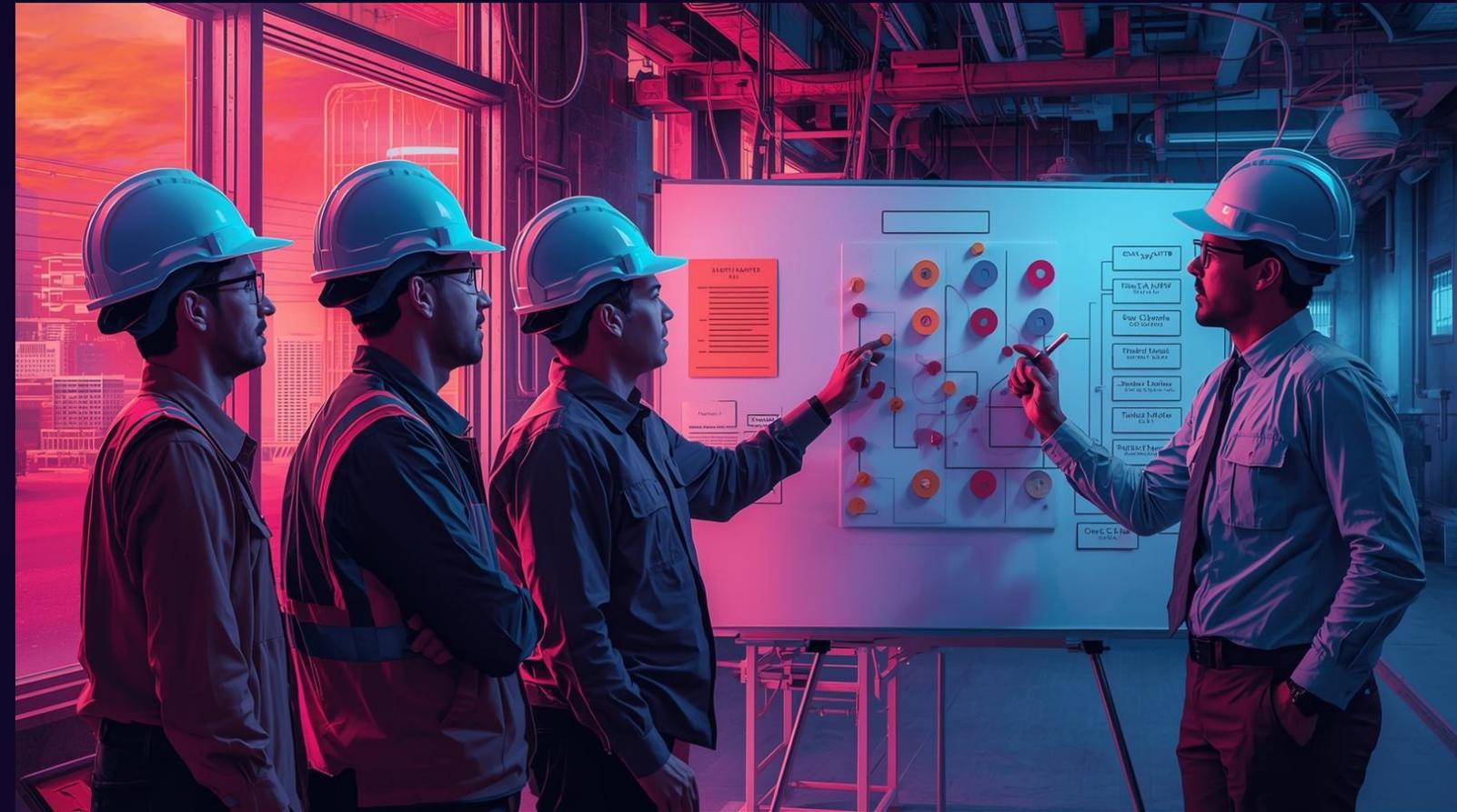
A coach's playbook that guides the team; project plans direct construction.

### **Position Players = Construction Roles**

Every player has a position; every role matters.

### **Halftime Adjustments = Progress Reviews**

Regular Check-ins recalibrate strategy.



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# The CHIEFY Solution

Get Property & Construction Ready with...

## Expert-Led Mentorship

Industry veterans & guest speakers share real career insights with direct access to development managers

## AI-Powered Learning

24/7 personalized coaching to master 1000+ technical terms with adaptive learning based on your gaps

## Leadership Development

Executive presence training with video coaching to run meetings & direct outcomes confidently

## Live Site Experience

Real construction site tours, shadow professionals at each project phase, earn safety certifications

## Battle-Tested Resilience

Scenario training with real crises, mental toughness coaching, learn from industry failures

## Career Network

Lifetime alumni community access with strategic introductions to industry leaders and mentors

**No more embarrassment. No more guessing. Just confidence.**

**Ready to Stop Struggling?**

Visit [www.chiefy.ai](http://www.chiefy.ai) to join the Program | Limited Spots Available

Contact: [matt@chiefy.ai](mailto:matt@chiefy.ai) | Melbourne, Australia



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# How I Started CHIEFY

## From Tennis Courts to Construction Sites



As founder of CHIEFY.AI, I (Matt Weller) experienced the industry challenges and the steep learning curve first-hand and today I am motivated to solve the problems in our industry.

With over 14 years of industry experience at Chiefy we are applying and mentoring/coaching approach to aid industry newcomers in their transition to full time employment.

**My Discovery:** Our verdict is clear, everyone has the skills to participate in the Property & Construction sector however....

the people who succeeded weren't necessarily the smartest. They understood the game, knew the players, and had confidence to speak up. Join Chiefy today to accelerate your career journey.

# Property Development Simplified

## Understanding 'The Players' and 'The Game'

Just like in any team sport, construction requires people to “play their role” and each individual role is critical to project success.



### **Project Manager = Senior Coach**

- The people who call the shots and manage the game plan that ultimately drives the team to succeed



### **Engineers = Midfielders**

- The people who control what the play looks like and distributes to all areas



### **Contractors/Builders = Forwards**

- The people who drive progress, deliver results and put the scores on the board



### **Quality/ Safety Teams = Defenders**

- The people who protect and uphold the standards whilst prevent and predicting potential mistakes



### **Regulatory Bodies = Umpires**

- The people enforce the rules and ensure compliance throughout the whole project

# The Facts

The Property & Construction Industry is the biggest driver of state growth, and yet the economics of the industry are sick...

**10-15%**

**Industry Labour Rates are increasing faster than the Wage Price Index (WPI).**

(Up to 15% labour rate increases is being experienced whilst the there is a WPI of ~3.5%)

**~50%**

**Skills Shortage and Less Demand.**

(Decrease in Construction Workers & Professionals since Feb '22 of up to 50% in Melbourne<sup>2</sup>)

**10%**

**Low Productivity Levels**

(Decrease in Construction Workers & Professionals since Feb '22 of up to 50% in Melbourne<sup>2</sup>)

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