

COMPANY OVERVIEW

# CSJ Consultancy

**Practical AI Adoption for  
Construction Leaders**

*Reduce risk, Protect margin,  
and Improve predictability*

**Ciaran Stokes, Founder**

The issue isn't the  
lack of tech. It's the  
**lack of practical  
adoption.**

CSJ Consultancy helps firms helping  
organisations adapt to technology as it  
reshaped how work gets done



## Reality Check

# The Construction Landscape in 2026

- 1 Margins are structurally tight
- 2 Insolvencies remain elevated
- 3 Projects are increasingly complex
- 4 Compliance and reporting demands are rising
- 5 Skills and management capacity are stretched



**4,000 Construction firms became insolvent last year in England and Wales.**

Source: UK Insolvency Service

# Why Artificial Intelligence (AI) Isn't Delivering in Construction

- **No clear commercial use case**

AI is deployed without a defined business problem or measurable outcome.

- **No internal ownership**

No senior accountability for delivery or impact across the entire business.

- **No structured rollout**

Tools are introduced without integration into workflows.

- **No workforce capability**

Teams lack training and confidence to use AI effectively.

- **Too much noise, not enough clarity**

Hype makes it difficult to identify practical applications.

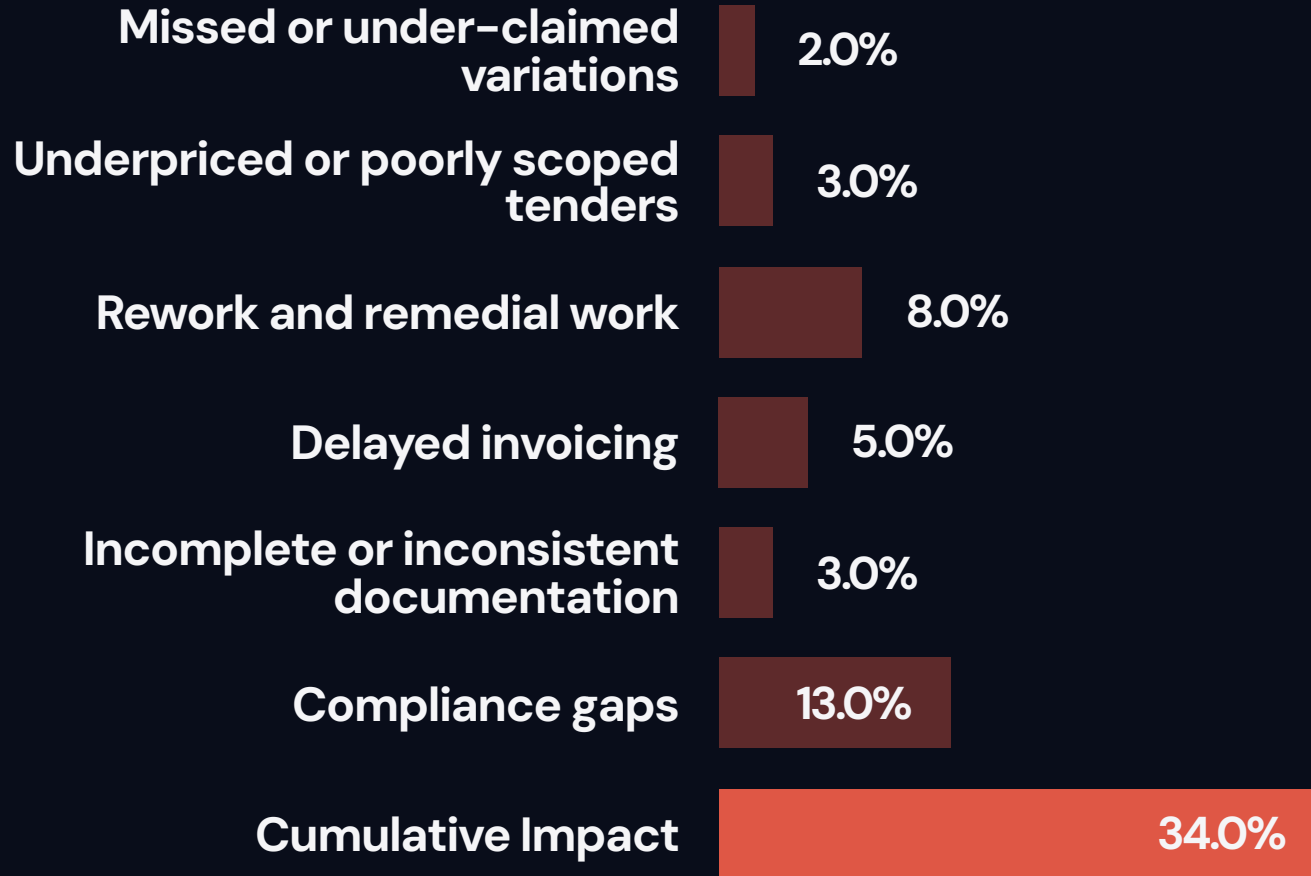
- **No governance or risk framework**

Concerns around compliance, data security, and accountability slow adoption.

**The result: hesitation, wasted investment, or no action at all**

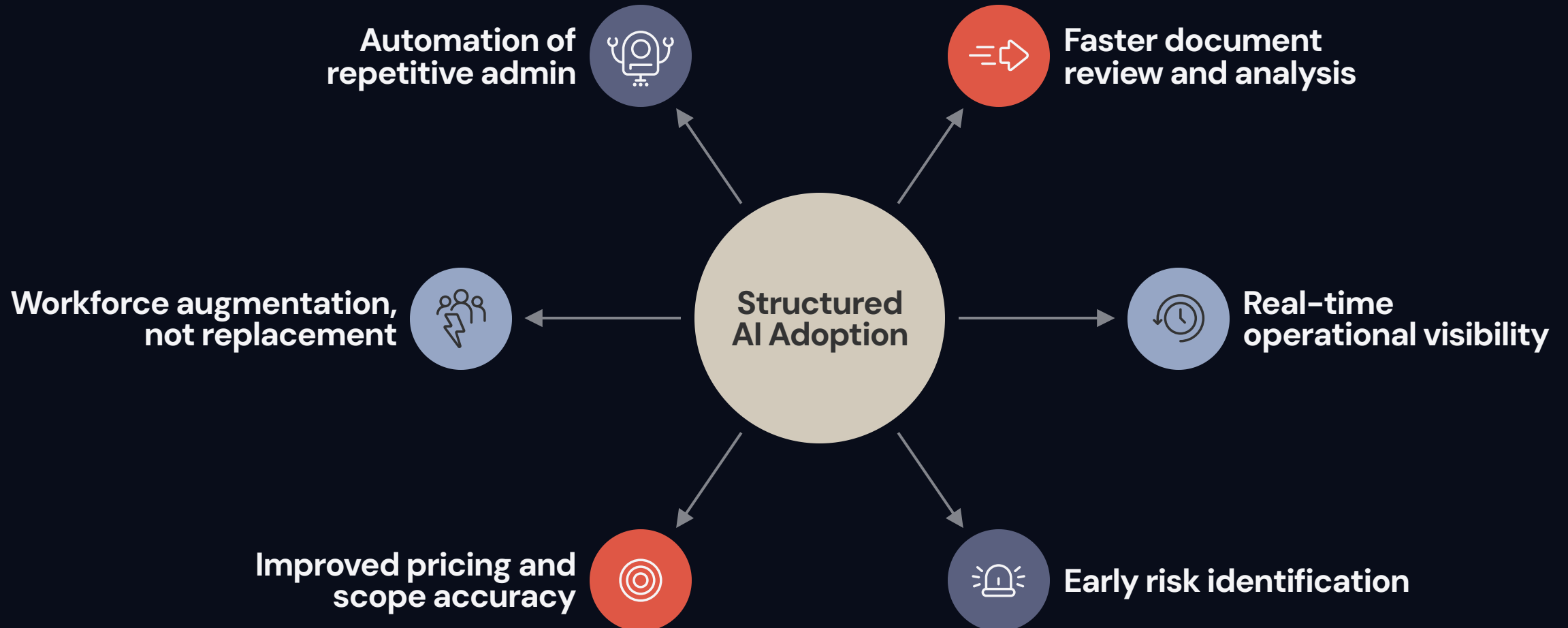
Illustrative example of cumulative margin leakage

# How Margin Quietly Leaks on Live Projects



Small inefficiencies compound into serious commercial risk.

# What Practical AI Enables in Construction



# Use Cases

Three types of construction firms.



Please note these are not CSJ Consultancy case studies.  
They are typical use cases at different size companies.

## Overview

### Margin Protection Through Practical AI

SME contractors rarely fail because of one major mistake. They fail through accumulated friction:

#### Factors

- Missed variations
- Underpriced quotes
- Delayed invoicing
- Rework
- Paperwork errors

#### Solution

AI removes day-to-day friction, improves visibility, and protects margin, without adding overhead.

# SME Contractors (5–50 operatives)



Reduced rework & error  
(illustrative)

**30%**

Annual commercial impact  
(illustrative)

**£500k**

## Overview

### Competing Like Tier 1 — Without Tier 1 Overhead

Mid-market firms are squeezed:

#### Factors

- Tier 1 compliance pressure
- SME price competition
- Multi-site complexity
- Tight programme control

#### Solution

AI delivers real-time visibility, better resource allocation, and stronger commercial control, at scale.



Productivity increase  
(illustrative)

12.5%

Annualised operational  
benefit (illustrative)

£400k

## Overview

### AI as a Board-Level Capability

#### Enterprise contractors face:

- Regulatory complexity
- ESG reporting pressure
- Mega-project risk
- Fixed-price exposure
- Labour constraints

#### Solution

AI is now core infrastructure, linking data, reducing risk, and scaling productivity across programmes.



AI investment benchmark  
(\*Balfour Beatty > MS CP)

£7.2m

Avoided abortive jobs (\*forecasted  
by Morrison Water Services 2025)

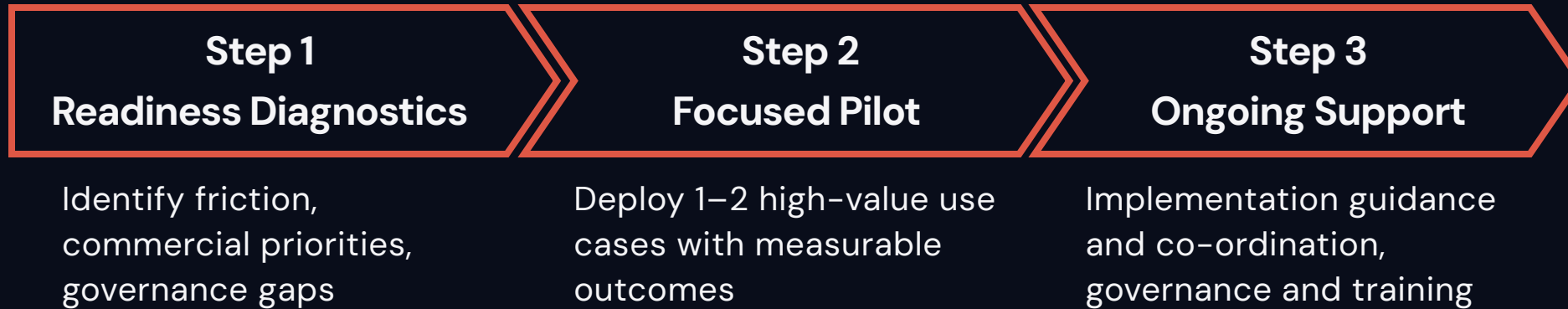
6,000

**CSJ Consultancy helps construction  
leaders reduce risk, protect margins,  
and improve project predictability.**

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How We Work

# Structured AI Adoption — Not Experimentation



# Investment Pathway

Start Small. Prove Value. Then Scale.

## Readiness Assessment

# £499

STARTING POINT TO IDENTIFY WHERE AI CAN MAKE A BIG DIFFERENCE

- Review of key workflows and operational pressure points
- Assessment of current digital capability and data visibility
- Identification of quick wins and longer-term opportunities
- Clear recommendations and next-step roadmap

## Adoption Pilot

# £4,999

A HANDS-ON PILOT FOCUSED ON ONE HIGH-IMPACT USE CASE

- Everything in the Readiness Assessment
- Defined use case (e.g. reporting, compliance, estimating, project monitoring)
- Guidance on tools and implementation approach
- Support identifying training or technical partners where required

**\*Typical pilot delivery: 2–4 weeks\***

## Advisory & Support

# Flexible

SUPPORT FOR WIDER ADOPTION ONCE A PILOT DEMONSTRATES ROI

- Implementation guidance and project oversight
- AI governance and responsible use frameworks
- Leadership workshops and capability building
- Ongoing advisory support as AI capability expands

# Why CSJ Consultancy



## Construction-specific focus

Exclusively focused on the commercial realities of construction SMEs, mid-market, and enterprise contractors.



## Real-world operational exposure

First-hand experience running a regulated property business and working closely with contractors.



## Senior accountability and delivery focus

Defined ownership, commercial KPIs, and disciplined follow-through.



## Commercial framing, not tech hype

AI positioned around margin protection, risk reduction, and operational control.



## Structured implementation model

Clear diagnostic → pilot → enablement pathway with measurable outcomes.



## Organisational capability perspective

20+ years advising technology firms on how roles, skills, and operating models evolve as new technology reshapes industries.

# My Story



– Ciaran Stokes

Founder, CSJ Consultancy

I've spent 20+ years helping organisations adapt to technology as it reshaped how work gets done.

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When AI became mainstream, I saw a familiar pattern: The technology works.

But organisations struggle to adopt it properly. Alongside my advisory work, I run a family property business and work closely with contractors. I've seen how small inefficiencies, like missed variations, admin overload, rework, quietly erode profit. That's why I founded CSJ Consultancy.

I now work exclusively with construction firms to adopt AI in a structured, commercially focused way. Protecting margin and reducing risk.

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**“Their attention to detail and commitment to deadlines set them apart.,,”**

**John R., Owner, ABC Red Systems Limited**

**“CSJ delivered beyond expectations, every step was seamless.,,”**

**Alicia M., Operations Director, UrbanBuild Co.**


**“Reliable, skilled, and professional from start to finish.,,”**

**Carlos T. , Managing Director, Redwood Estates**


# Next Steps

AI adoption does not need to be disruptive. **It needs to be structured.** Start with a short diagnostic conversation to assess your:

- Current digital maturity
- Immediate commercial opportunities
- Practical next steps

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 **Schedule a call:** <https://cal.com/ciaran-stokes/ai-adoption>

 **Visit:** [www.csjconsultancy.ai](http://www.csjconsultancy.ai)

